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THE NATIONAL NEWSPAPER OF MARKETING

Becker Defends Corporate Image Against Scoffers

NBC Radio Presents Worldwide Ad Comments at Atlanta Meeting

ATLANTA, April 29—Advertising critics were dealt a couple of avenging blows in the 10th annual Atlanta Advertising Institute this week.

First came a spirited defense of the corporate image concept by the research director of Opinion Research Corp., John F. Becker. He countered the scoffers with the assertion that the corporate image is "a very real collection of very real pictures people have about companies."

Mr. Becker insisted that it is quite possible to measure with accuracy the corporate image, and that it should be measured often. Then it is up to the advertising industry to exploit fully the findings of researchers, he added.

■ A former executive of Batten, Barton, Durstine & Osborn, Fred B. Manchee, who has already

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Dunhill Drops Leber & Katz, Goes West to Beals, Oklahoma

NEW YORK, April 30—Alfred Dunhill of London Inc. has pulled its account out of the Leber & Katz shop here and placed it with Beals Advertising in Oklahoma City.

"We predicated our decision on the fact that most New York agencies are staffed by people from other parts of the country, so why shouldn't equal talent be available in, say, Oklahoma City," says Ira Williams, board chairman of Dunhill and former Oklahoma City business man.

■ The major products Dunhill markets are tobaccos, pipes, smokers' articles, Rollalite lighters and Denicotea cigaret holders. The company also operates three U.S. retail outlets—in New York, Beverly Hills and Chicago. Beals handled the advertising and publicity in connection with the Chicago shop opening last November.

Dunhill is planning a fall ad campaign to start in September with newspaper ads in New York, Chicago and Beverly Hills plus ads in *Better Homes & Gardens, Coronet, Esquire, Playboy, Sports Afield* and *The New Yorker*. The ads will push Dunhill's pipes, tobaccos, humidors, travel flasks and toiletries. #

NEW—*General Mills is introducing these two new frostings during May, June and July with four-color ads like this in Better Homes & Gardens, Family Circle, Ladies' Home Journal, Parade, This Week Magazine and Woman's Day and in newspapers and on tv.*

Firestone Shuns Offer to Tape 'Voice' TV Show

Company Will Stay Off TV Until Show of Same Quality Appeal Is Found

AKRON, O., April 30—Firestone Tire & Rubber Co. is expected to turn down a proposal that its "Voice of Firestone" tv show be taped and distributed to individual markets.

Firestone said its show would leave the air June 1 because no network would offer it prime time (AA, April 20). KTTV, Los Angeles, proposed that the show be taped in Los Angeles and placed locally.

But A. J. McGinness, manager of national advertising at Firestone, indicated that the company would not consider anything other

(*Continued on Page* 105)

International Advertising Assn. Meeting . . .

World Market to Grow Vastly in '60s, Admen Told; Dissident Feelings Aired

IAA Head Assaults 'Isolationist Group Within Organization'

NEW YORK, April 29—The European revolt simmering in the ranks of the International Advertising Assn. boiled over this week at the group's annual convention.

Vincent Tutching, vp of McCann-Erickson Corp. (International) and president of the IAA, opened the convention proceedings today with a frontal assault on what he called "an isolationist group within our organization."

Mr. Tutching mentioned no names but there was no doubt that the object of his attack was the forces led by Rudolph Farner, Swiss agency head and the IAA's regional vp for Europe.

Mr. Farner has been at odds with the IAA leadership for some time now. He has toured Europe with charges that the IAA is U.S.-dominated. He has demanded more

(*Continued on Page* 108)

JWT's Porter Predicts 50% Increase in World Production by 1969

NEW YORK, April 30—The annual convention of the International Advertising Assn. gyrated around one common theme: The vast expansion expected in overseas markets.

This was the message stated and restated in talks delivered yesterday and today, whether by admen or visiting politicians.

The tone was set by Arthur A. Porter, vp and media director of J. Walter Thompson Co., who outlined the marketing opportunities of the future.

"Worldwide mass communication is a certainty for the '60s," Mr. Porter said. "In the three main areas of this field—print, electronic and film—the test results are in. The proving period is over. Many technical improvements will be made but it can be paraphrased with assurance that 'never in the field of human relations can so much be said to so many for so little'."

■ Mr. Porter pointed out that by 1969 the free world's population will have reached two billion—an increase "equal to the total number of Spanish-speaking people in the world today"—and its produc-

(*Continued on Page* 108)

IAA Leaders' Attitude Contrary to Group's Interest: Farner

NEW YORK, April 30—Rudolph Farner, head of the Zurich agency bearing his name and European regional vp of the International Advertising Assn., charged today that the attitude of the IAA leadership is "contrary to the interests of a really worldwide IAA."

Responding to a cable sent by ADVERTISING AGE, Mr. Farner lambasted Vincent Tutching, president of the IAA, who opened the annual convention yesterday with an attack on the Farner-led forces as "an isolationist group."

The Swiss agency man said the

(*Continued on Page* 108)

NC&K Collects $99,550 from Pabst in Suit

NEW YORK, April 29—Norman, Craig & Kummel, which is suing Pabst Brewing Co., collected $99,550.25 on April 13, a sum representing final month's (December) billings on the Pabst account, and it may collect interest for the time it had to wait for the money.

Meantime, the suit by the agency to recover some $90,000 for an adjusted payment for talent charges is pending.

A Pabst effort to get the court to require an amended complaint, now that the December billing charge had been paid, was denied.

■ Here's the background:

The agency sued the brewer to recover $90,000 which NC&K had to pay the American Federation of Radio & Television Artists, after its programs on NBC's "Monitor" and other shows were reclassified from the "wild spot" rate (AA, Feb. 2). This portion of the suit is still to be adjudicated.

Also, the agency sued to collect December billing, due Norman, Craig & Kummel on Jan. 10. The original amount sued for was $100,313.48, and the difference between this amount and the $99,550.25 paid by Pabst represents

(*Continued on Page* 105)

NAB Cracks Down . . .

Preparation H Ads May Cost '7 or 8' TV Stations Code Seal of Approval

More Citations Due; Bates, Code Board Argue Ad's Good Taste

NEW YORK, May 1—In the biggest crackdown in its history, the National Assn. of Broadcasters this week launched its new get-tough policy against tv code offenders.

Using the only punitive weapon in its arsenal, the NAB tv board stripped the code seal from "several stations in various parts of the country."

Most of the stations are in trouble with the code board because they continue to accept advertising from Whitehall Laboratories for its third best-selling product, Preparation H (a hemorrhoid treatment). They have had repeated warnings over a two-year period that a hemorrhoid treatment (Preparation H was not named) is not an "acceptable" product under the code.

If the offending stations fall in line, even at this late date, they can retain their status as code subscribers and continue to show the seal.

A few stations have been threatened with action in the past and some have resigned following a warning about non-compliance, but this is reportedly the first time that any subscriber has had its seal revoked by NAB.

■ The action was taken, NAB's brief statement noted, "in response to charges brought by the NAB tv code review board for continued and willful violations of the provisions of the code relating to personal product advertising, triple spotting and advertising time standards."

No official figure was available as to the number of stations that would soon be getting notification of the revocation of permission to display the industry's emblem of good practices, but industry sources say the figure is seven or

(*Continued on Page* 105)

U.S. May Probe Ad Tax Deductibility, Mills Tells ANPA

WASHINGTON, May 1—The chairman of the House ways and means committee said today that Congress may look into the Treasury's tax treatment of advertising, but he doubted that it will give tax deductibility to all advertising.

In a letter to the American Newspaper Publishers Assn., Rep. Wilbur Mills (D., Ark.), chairman of the committee handling tax legislation, pointed out that individuals cannot get a tax deduction for ads giving their views on public issues, and that ordinarily it wouldn't be equitable to let businesses have a tax break on costs not related to their business.

■ "The rub, of course," Rep. Mills wrote, " arises when we get down to deciding cases and have to make

(*Continued on Page* 105)

Last Minute News Flashes

Bryan Houston Resigns $6,000,000 Whitehall Account

NEW YORK, May 1—Bryan Houston Inc. today resigned the Whitehall Laboratories account, primarily Dristan decongestant tablets and nasal spray, which it built from test stages into a $6,000,000 account in about two years. Dondrill cough remedy and Soothol antiacid were also resigned. Both agency and client declined further comment but one source spoke of "unrealistic demands" made upon the agency. Most of the seven other agencies for the American Home Products Corp. division seemed surprised at the announcement. They include Ted Bates & Co., Sullivan, Stauffer, Colwell & Bayles, Tatham-Laird, Lawrence Gumbinner and Street & Finney. Cutoff date on the account—about one-quarter of Houston's billings—is June 30.

Gillette Puts $1,400,000 Spring Drive in Orbit

BOSTON, May 1—Gillette Safety Razor Co. will spend $1,400,000 in a spring campaign to introduce a $1.95 Gillette Adjustable razor. Promotion will be over the "Gillette Cavalcade of Sports" on radio and television and in color Sunday comics advertising. Gillette first marketed an adjustable razor—gold-plated and priced at $10—in 1957, and followed up last year with a $5 version. Maxon Inc. is the agency.

Reynolds to Test Clear Plastic Household Wrap

RICHMOND, VA., May 1—Reynolds Metals Co. will begin test marketing Reynolon Wrap, a clear plastic household wrap, in about two months. Ad plans are not completed but spot tv and newspapers reportedly will be used. Zimmer-McClaskey-Frank Inc. is the agency.

(*Additional News Flashes on Page* 109)

Name Change, Dues Hike, Chapter Liaison Plan Are on NIAA Agenda

Plan to Rename Group Industrial Advertisers Assn. to Get June Vote

NEW YORK, April 28—Recommendations to change the name, dues and objectives of National Industrial Advertisers Assn. will be voted on in June at the association's annual meeting in San Francisco.

A series of detailed recommendations by the organization development committee have been sent to members. These call for:

- Changing the name of the association to Industrial Advertisers Assn. to eliminate "the embarrassment" of Canadian members.
- Spelling out the purpose of the association in greater detail.
- Creation of an advisory planning committee to assist the executive committee in planning the association's activities.
- Appointment of a planning coordinator by each chapter to work with the national advisory planning committee.
- Increasing individual dues of members from $25 to $35 annually.
- Adoption by each chapter of a 40% ceiling on members other than active ones as soon as possible without penalty to present associate members.
- Changing the constitution to provide for a new class of members to be known as sustaining

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Manufacturers 'Bait' Crowd in Canadian Fair Trade Rally

TORONTO, April 28—All but a handful of 2,500 bargain-seekers left Massey Hall disappointed one night last week.

Which was exactly the point the Retail Manufacturers Assn. was trying to make.

General Electric floor polishers for $3.95, a 21-inch RCA Victor tv set for $21, Moffat ranges for $18.95 and a brand-name automatic washer for $42.50—these were some of the items that pulled retailers, wholesalers, manufacturers and their wives into the RMA's mass rally.

Everybody had a fighting chance for one package of cigarets at 5¢.

On about 125 items, Barbara Bricker, last year's Miss Argonaut, drew a ticket and the holder had the choice of buying the article at the special low price. No one refused.

■ It was all meant to demonstrate the effects of such sales when merchants use them as loss leaders—purposely taking losses on a few brand name items to lure customers to buy inferior items at jacked-up prices.

"And there's not a thing the manufacturer can do about it since Section 34 of the Combines Act came into effect in 1952," said D. A. Gilbert, RMA general manager.

The rally was part of an RMA campaign to get the federal government to repeal Section 34, which prohibits a manufacturer or other supplier of goods from dictating retail prices.

Mr. Gilbert said a return to "sane and orderly distribution of goods" would restore consumer confidence in goods and allow small independent retailers to stay in business.

Joseph T. Crowder, president of the Canadian Wholesale Council, warned: "If such loss leader price cutting is allowed to continue without hindrance, it could demoralize the retail industry." #

'Cannibalistic Industry' . .

Anheuser-Busch Share of Market Hits 8.6%: Bien

He Tells Marketers There'll Be Only 175 Brewers in U.S. by '65

CHICAGO, April 28—Anheuser-Busch captured an 8.3% share of the total beer market in 1958, and the brewer has increased this share to 8.6% in the first three months this year, William Bien, vp of marketing, said here today.

Along with telling the success story of Anheuser-Busch at a meeting of the Chicago chapter of the American Marketing Assn., Mr. Bien also related the static condition of the beer industry and numerous factors working against brewers in this country.

Pointing out that Anheuser-Busch sold 6,982,000 bbls. of beer last year—an increase of 866,000 bbls. or 14.2% over 1957—Mr. Bien attributed A-B's success to quality products, a strong wholesaler organization, the company's selling,

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Nigut Bien Peterman

HOW TO MARKET BEER—*William C. Nigut, president of William C. Nigut Co., Chicago, and Dr. Jack N. Peterman, director of psychological research, Buchen Co., greet William Bien, vp of marketing, Anheuser-Busch Inc. Mr. Bien spoke at a luncheon meeting of the Chicago chapter of American Marketing Assn.*

EYEFUL—*Shuron uses the inside back cover of the May "Vogue" in an ad linking eye care to fashion—"You can't look your best with poor seeing."*

Shuron's Consumer Ads Never Mention Company's Product

ROCHESTER, N. Y., April 28—Shuron Optical Co., a division of Textron Inc., is quite proud of its consumer advertising campaign.

It is a campaign that never mentions the products made by Shuron—optical frames and lenses.

It is a campaign that never uses the company's trademark.

And it is a campaign that uses a different ad for every publication.

■ The theme of Shuron's advertising for the past few years has been "eye care." The company has been taking space in national magazines to urge people to get their eyes examined.

Shuron has been promoting its products only in trade journals going to ophthalmologists, optometrists and opticians.

Explaining the strategy behind this approach, Donald F. Southgate, president of Shuron, said:

"If by means of our national advertising we shall have caused more patients to have their vision

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Public Knows They're 'Ads, Not Scripture' . . .

FTC 'Over-Protection' Creates 'Race of Idiot Consumers,' Retailer Charges

Reply Says Policing Ad Claims Makes Citizenry Helpless in World Bazaars

WASHINGTON, April 28—In a free swinging attack on the Federal Trade Commission's "Guides Against Deceptive Pricing," a Washington furniture store contended today that the public has been "over-protected" to the point where the result may be "a race of idiot consumers."

Asserting that the public knows that "advertising claims are advertising claims and not scripture," Curtis Bros. Inc. protested that the commission's tendency to establish a "purchaser's utopia" here will leave American tourists unprepared when they do business elsewhere in the world.

The company argued that its comparative-price ads singled out in an FTC complaint Feb. 16 conform to trade practice, and that the commission's deceptive-pricing guides "arbitrarily and capriciously" establish pricing standards which "confound and confuse" business and the public.

■ The flare-up centers on the test that is to be used in determining whether a comparative price ad is deceptive. It represents the first time FTC has faced head-on opposition in its effort to enforce its belief that comparative price ads must represent a reduction from the price at which a product ordinarily is sold.

In the complaint against Curtis

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Two-Rate Setup Okay if Honest, 4A's Unit Told

Single Rate Plan Also Is Subject to Abuses, WPEN Writes Committee

PHILADELPHIA, April 27—Erwin Rosner, sales manager of Radio Station WPEN, came to the defense of the double rate used by many stations in letters to members of the rate committee of the American Assn. of Advertising Agencies.

Mr. Rosner claimed that the double rate is not bad in itself. Rather "it's the way a station maintains or manipulates its rate card that counts.

"We feel that the sooner all media learn to maintain rate integrity the better off we'll all be," he declared.

The WPEN sales head charged that many stations publicly boast about a single rate policy and "then bend and sway to meet the situation." He said it is the opinion at WPEN that this is far more harmful to the industry than a two-rate policy that is clearly defined and understood.

"In other words, a station that

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Thring Heileman Sells Brusty Beer in Vivity Ad Drive

LA CROSSE, WIS., April 29—The adman of the future may take it in his stride that he can't quenst his brusty with a vivity thring, but right now such language is liable to stop him—as well as others—short. That is what G. Heileman Brewing Co. has in mind when it uses those four weird words above as the one-word headlines in a $1,500,000 campaign it is running this spring and summer.

The campaign will run in outdoor, radio, car cards and the weekly tv shows "Sea Hunt" and "Bold Venture" with the theme, "Discover the beer beyond words!" The campaign will run in 20 markets in Illinois, Indiana, Wisconsin, Michigan, Minnesota, Iowa and North Dakota.

The campaign will be the largest in the brewer's 106-year history, it says. McCann-Erickson, Chicago, is the agency.

■ The four words were not created in whimsy and applied arbitrarily, McCann reports. The research-minded agency researched these words. They are the four words out of 50 submitted to the public which suggested suitable connotations to the most people.

Brusty suggested "holds a head" to most people; "vivity"—light or dry; "quenst"—hits the spot, and "thring" had an all-around basic association with beer.

And that, more or less, is the way the beer barrel bungs. #

Trahey's Lament: Admen Sell; Salesmen Create; Copywriters Design; Ad Goes Flat

WASHINGTON, April 29—Advertising could be a utopia for creative people if everyone just did what he was hired to do and stopped trying to do everyone else's job, according to Jane Trahey, head of her own New York agency.

Speaking before the Washington Fashion Group last week, Miss Trahey suggested that if a manufacturer worried more about the quality and creativity of his product, he might not be so available on other fronts—and if the advertising man worried less about planning the product, he perhaps could actually do advertising.

To demonstrate this situation of "wrong people doing wrong jobs," Miss Trahey traced the cycle of a mythical ad campaign for the group.

The current trend, she noted, is often to select an agency on the basis of its "marketing ability." This results in the agency bearing the responsibility for selling a product in an area—"thus taking over the terrible chore that the sales manager ought to be doing.

■ "Now if the sales manager's job is done by the agency, the agency usually calls in a packaging consultant to re-do the packaging," she continued. The consultant submits various packages and everyone gathers 'round to select one, rarely inviting the designer himself for the judging, she observed.

"This is one of the many stages at which wives, secretaries, elevator girls, receptionists and Mercury messengers are all asked for their opinions. In the end, the client's wife, Rose, picks the yellow box which is almost a duplicate of the one the competition has been using for ten years and that's that."

■ Now the ad campaign begins, according to Miss Trahey, and the client and agency sit down together. "Usually this is the point at which the agency begins to restyle the product. And this, if I may be very strait-laced, is something which I am very much against," she maintained.

"I have sat in on so many meet-

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WHA' SAY?—*This is one of the outdoor posters Heileman will use featuring its new "made-up words" headlines.*

'Bury' Net Radio Now, Mogul Urges Broadcast Field

End 'Protracted Dying,' Says Agency President; It Boosts Cost of TV

PITTSBURGH, April 29—Agency man Emil Mogul today called on the industry to stop bleeding network television to keep network radio alive.

"Nighttime network radio is dead but refuses to be buried," the president of Mogul, Lewin, Williams & Saylor asserted in a speech before the Pittsburgh Radio & Television Club.

"I believe the broadcasting industry should end this protracted dying act because the medium is contributing to the inflated cost of network television. Although local radio is healthy and getting healthier all the time, nighttime network radio has failed to attract national advertisers with any consistency for the last five years and more."

■ Mr. Mogul suggested that nighttime network radio "as we know it today" should be abandoned. It could be replaced, he said, by a skeleton operation maintained for public service programming, civil defense and an accelerated national news schedule.

"With the money thus saved, the networks would be in a better position to upgrade the creative side of television with new talent

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Marketing Hassle Leads Weiner to Resign Blitz Beer

'Saw End Coming,' Says Agency; Portland Brewer Names Johnson & Lewis

PORTLAND, ORE., April 28—Blitz-Weinhard Co. has appointed Johnson & Lewis Advertising, San Francisco, to handle its $425,000 advertising account, effective June 1. The account was resigned by Weiner & Gossage Advertising, San Francisco.

At the same time, the brewer announced that George C. Short has been named marketing director, succeeding R. G. Lund, who has formed his own consultant company with Blitz-Weinhard as the first client (AA, April 27). Mr. Short formerly was vp and marketing director for Heidelberg Brewing Co., now the Heidelberg division of Carling Brewing Co.

■ J. J. Weiner, president of Weiner & Gossage, told AA that he decided to resign the account about three weeks ago when he learned of the appointment of Mr. Short. "I don't know Mr. Short," Mr. Weiner said. "I just felt he probably would make a change in agencies when he got to Blitz-Weinhard, so I thought it would be a good time to resign when we heard about his appointment."

Mr. Weiner said he first thought about dropping Blitz-Weinhard last January when the brewer refused to market a premium beer it had developed called Oregon Export.

"We felt there was a good potential around the country for a good premium beer," Mr. Weiner said. "We had tentatively planned to

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Saysette Robertson Clausen

MEN ONLY—*Examining the 11-advertiser Life spread are three ad managers—Roland Saysette, California Packing Corp.; Eugene C. Robertson, consumer products division, Kaiser Aluminum & Chemical Corp., and Marvin O. Clausen, Carnation Co.*

Viewers Like Beer, Cigaret Ads, Dislike Drug Commercials, Pulse Says

Alka-Seltzer, Viceroy Are Exceptions; Cartoons Are Popular, Study Finds

By Maurine Christopher

NEW YORK, April 28—Many tv commercials appear to be getting a neutral reaction from the public; viewers don't feel very strongly about them one way or another.

• One of the most uniformly disliked categories of tv salesmanship is drugs.

• There are a few programs which a few people avoid because of the commercials—among them the "Jack Paar Show," "Playhouse 90" and some late evening movies.

These were among the most interesting findings in a special ten-city survey made for ADVERTISING AGE by Pulse Inc. The aim of the study was to gauge the general public reaction to tv advertising. Personal interviews were made during the week of Feb. 1-8 with 1,000 men and women in New York, Chicago, Los Angeles, Philadelphia, Detroit, Cleveland, Boston, San Francisco, St. Louis and Washington.

■ The neutral reaction, which might indicate that some people are becoming adept at tuning out tv sell, was pointed up by the answers to several questions. Nearly 25% of the interviewees who were asked, "What things do you like about tv commercials?" gave answers that fit into the "don't know" or "nothing in particular" classification. Almost 15% had "nothing in particular" to say when asked what they disliked about commercials.

These are some of the characteristics, types and uses of commercials that appealed to people: (1) cute, clever, entertaining and funny cartoons (24.8%); (2) introduction of new products (10.5%); (3) presentation of information and education (8.7%); (4) brevity

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Brink's Guards Lend Air of Affluence to Engraver's Sales Kit

TORONTO, April 28—A local engraver went to great lengths to insure that its latest new-business promotion package was well received by 23 Toronto agencies last month. It insured the presentations for $5,000 each and had them delivered by two Brink's Inc. armed guards.

H.C.M. Photo Engravers said it used this method because of "the importance to the firm that this relatively small mailing should have guaranteed delivery."

The presentations included sample proofs and an outline of H.C.M.'s facilities. They asked that the agencies consider the company as a supplier, and requested the opportunity to do a simple job.

The engraver said that agency executives, when informed by their receptionists that two armed guards were awaiting an audience, had varying reactions. One reportedly armed himself with a baseball bat.

To date, the company said, it has received several congratulatory letters and $5,000 worth of new business. #

TEA AND MILK—*Thomas J. Lipton Ltd., which markets Lipton products in Canada, has prepared a new blend of its orange pekoe tea for tea drinkers who use milk. This ad will launch the campaign in Canada in Chatelaine, La Presse, Star Weekly and Weekend Magazine. Needham, Louis & Brorby handles Lipton tea advertising in Canada.*

11 Chefs Whomp Up Ad Potpourri in 'Life'

Y&R, Kaiser Sparked Spread, 28-Page Insert Built on Outdoor Cookery

SAN FRANCISCO, April 30—One of the largest and most complex cooperative advertising campaigns ever conceived gets under way next month with a color center spread and a 28-page Kaiser aluminum-foil-covered insert in the June 29 issue of *Life*.

The spectacular $2,000,000 venture involves 11 nationally known companies, 15 products and 10 agencies spread across the nation. Reportedly, the *Life* ad's basic cost is $374,061; production of the foil cover was approximately $100,000.

The promotion was originated and put together, over a year-long organizational period, by a 10-man team from the San Francisco office of Young & Rubicam, working with executives of the consumer foil division of Kaiser Aluminum & Chemical Co., Oakland.

The cooperative campaign, calling for three months of intensive promotional activity, will be announced by the largest advertisement ever run in *Life*, from both page and dollar points of view.

■ The huge ad will kick off Kaiser foil's first annual Cookout Championship, restricted to men.

The cookout will culminate next November, when the 25 men who submit the top-rated recipes for

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Potter Again Is Agency President; Son Joins Bozell

Two Accounts Move With Younger Potter; Bozell Gets Dad's

CHICAGO, May 1—Robert E. Potter Sr., board chairman of Robertson Potter Co., will assume the presidency of that agency, a post vacated by Robert E. Potter Jr., ADVERTISING AGE learned this week.

The younger Mr. Potter has departed, taking with him to Bozell & Jacobs the Silex Co. and Helmco Co. accounts.

In addition to these accounts, which accompany him from Robertson Potter, the younger Mr. Potter will handle at Bozell & Jacobs two other new accounts recently acquired by Bozell: Dad's Root Beer Co. from Caples Co. and the National Home Owners Club, a new advertiser.

At the same time, Helmco Inc. has named Carl R. Broede vp and director of marketing. Mr. Broede, for the past year a vp of Robertson Potter, before that was product advertising manager of Armour & Co. for many years.

In addition to directing marketing activities for the Helmco-Lacy product line, Mr. Broede will handle marketing and advertising for the company's new subsidiaries, Helmcold Dispensers Inc., the Olympian division, and a consumer food service products division.

■ The elder Mr. Potter, a 40-year veteran in the advertising field, said the entire move "was very amicable with everyone concerned." No further changes in his agency are contemplated at this time, he said.

In other changes at Bozell & Jacobs, Norman Phelps, most recently on the creative staff of Erwin Wasey, Ruthrauff & Ryan, becomes a member of the B&J creative group.

Mark Martin, who joined B&J last month from Caples (AA, March 30), and the Dad's root beer account are together again after a separation of several years. Mr. Martin handled Dad's at Ross Roy Inc. in 1952 and 1953 and serviced the account in his own agency which he operated in 1955 and 1956. #

Armour Promotes Kent

G. F. Kent has been appointed manager of marketing research for Armour & Co.'s new grocery products division, Chicago. Mr. Kent, who formerly managed marketing research of Armour's Dial soap division, will supervise research activities for a staff of market analysts within the division.

Florida Citrus Sets $700,000 Summer Drive

Push Is in Magazines Only; 'Poor Summer Ratings' Cut off TV

LAKELAND, FLA., April 28—A $700,000 advertising program confined to magazines and supplements has been approved by the Florida Citrus Commission.

It will promote the use of frozen, canned and chilled orange juice, and canned grapefruit sections and juice during July, August, September and October. During these months very little Florida fruit is moved in fresh channels.

Publications to be used are *The American Weekly*, *Better Homes & Gardens*, First Three Markets Group, *Life* and *This Week Magazine*. The *Life* schedule includes two double spreads and five full pages, all in color.

The regular season program, which has depended heavily on television, ends as a bookkeeping matter on June 30. More than $3,000,000 was budgeted in newspapers, tv, magazines and supplements. Benton & Bowles handles the account.

Agency representatives recommended to the commission that tv be dropped during the summer because of relatively poor ratings.

■ Heavy promotion of grapefruit sections will be undertaken during the summer program, with four-color recipe ads planned. Florida orange juice ads will continue the use of the "Powerhouse of Vitamin C" slogan, but a new twist has been added to combat artificial orange-colored drinks.

"Get the real thing," box inserts in the ads will advise. "No synthetic substitute gives the natural Vitamin C and other health benefits of pure orange juice." #

Alcoa Sets 'Playday, USA'

Aluminum Co. of America, Pittsburgh, will run its fourth annual "Playday, USA" campaign through May and June, promoting sporting goods and leisure-living products. Radio, tv and point of purchase material will be used. Tv support will be developed around Alcoa's two network shows, "Alcoa Theatre" (NBC) and "Alcoa Presents" (ABC). Fuller & Smith & Ross, Pittsburgh, is handling the campaign.

FC&B Opens in Frankfurt; 3rd Foreign Office

Common Market Spurs Move; Name Cunningham Head

NEW YORK, May 1—Foote, Cone & Belding is getting a toehold in the European Common Market by opening an office in Frankfurt.

Robert F. Carney, board chairman of FC&B, returned this week from a 35-day trip to Europe, where he completed plans for the new move.

A German subsidiary has been incorporated under the Foote, Cone & Belding name and offices have already been rented in Frankfurt.

The new office—FC&B's third outside of the U. S. and Canada—will be managed by Don Cunningham, now an account executive on Kimberly-Clark in the agency's Chicago office.

■ Mr. Carney told ADVERTISING AGE that the European Common Market, now evolving, was a prime factor in the decision to expand to another country. "We want to be able to participate in its development," he said, "and if we have to have other offices we are prepared to do so."

Mr. Carney emphasized that FC&B is opening in Germany without any advance commitments from clients. "We know from experience," he explained, "that you have to have local business, and Germany seemed to offer the greatest potential."

He said the Frankfurt office will be a full-service operation from the start. Foote, Cone plans to open with a staff of 16.

Mr. Carney was accompanied on his visit to Frankfurt by Mr. Cunningham and Brian MacCabe, chairman of FC&B's London office.

While there are no advance commitments, FC&B has numerous clients in the U. S. and Britain with interest in Germany. Among these are Kimberly-Clark, Lever Bros., British Overseas Airways Corp., Lockheed Aircraft and S. C. Johnson. The London office, which has made spectacular gains under Mr. MacCabe during the past five years, recently added three new clients—Smedley's (canned and frozen foods), Chemstrand and Regent Oil (British subsidiary of Caltex). #

Sifton Buys 'Ottawa Journal'

Victor Sifton, publisher of the *Winnipeg Free Press*, has purchased majority ownership of the *Ottawa Journal*. M. Grattan O'Leary will continue as president of the *Journal*, and I. Norman Smith will remain as vp-editorial. Mr. Sifton offered $30 a share to other shareholders in the *Journal*, which has issued 100,000 shares.

Highlights of This Week's Issue

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Dunhill drops Leber & Katz, New York; places account with Beals Advertising, Oklahoma City ..... Page 1

Firestone Tire & Rubber Co. expected to turn down proposal, by KTTV, Los Angeles, that "Voice of Firestone," leaving the air June 1, be taped for use in individual markets ..... Page 1

International Advertising Assn. leadership tangles with European region group over vote on new IAA bylaws (two stories) ..... Page 1

Norman, Craig & Kummel collects $99,550.25 from Pabst Brewing Co. in court suit, seeks $90,000 more in talent charge suit ..... Page 1

FTC's "Guides Against Deceptive Pricing" attacked by Washington furniture store as overly protective of consumers ..... Page 2

NIAA name and dues change slated for vote in June at annual meeting in San Francisco ..... Page 2

Anheuser-Busch's share of market increased to 8.3% in 1958, is up to 8.6% now ..... Page 2

Radio stations' double rates not bad in themselves, only in the way they're handled, Rosner tells Four As ..... Page 2

Shuron Optical Co.'s consumer ads don't tell what company sells (optical lenses, frames) and the company likes it that way ..... Page 2

Network radio is dead, refuses to be buried, survives only at expense of network tv, says Emil Mogul ..... Page 3

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Potter Co. Chairman Robert E. Potter Sr. returns to presidency as son resigns, takes two accounts to Bozell & Jacobs ..... Page 3

Musicians should be brought in on beginnings of broadcast ads because of the importance of music's effect on the listener, Leigh tells Agency Broadcast Producers' Workshop ..... Page 14

Coopers union votes to help promote bourbon as U.S.'s national drink ..... Page 20

Remington Rand looks over agency field, decides to keep its account with Robert Otto & Co. ..... Page 26

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Retailers more concerned with mark-up and profits factors in products, than with the weight of the advertising behind it, Rabb tells American Marketing Assn. lunch group ..... Page 32

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Cohen Advertising, Zurich, moves offices to rural setting for better creative atmosphere ..... Page 42

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Another thriller-diller from WJRT—

"Did I goof, Chief?"

"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

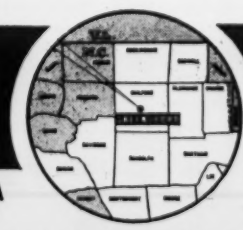
"This is the size we use in the Growing Greensboro Market!"

Set off a chain reaction! End up with carloads of sales by cashing in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro Market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"WE in this end of the business have increasingly become conscious of how THIS WEEK Magazine moves goods across the checkout counters of our stores, in volume and profitably. It's really a super magazine doing a super marketing job on regularly advertised products."

A. J. Bayless

A. J. Bayless
President, A. J. Bayless Markets, Inc., Phoenix, Arizona.
(29 stores. $41,853,406 annual volume)

This Week in Washington . . .

Sacred Cows Tremble as Senators Consider Committee on Consumers

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 30—Among the resolutions least likely to succeed in the Senate this year is S. Res. 109, introduced by a bipartisan group of eight senators who want to set up a select committee on consumers.

In some respects, it is an attractive idea, but the Senate has seldom seen a more controversial proposal.

As the sponsors see it, existing government agencies all are busy looking out for special interests—farmers, airlines, labor unions, small business, etc. They make decisions which affect the price, quality or availability of goods and services. But consumers have no effective way of making their voices heard.

The select committee would show how government decisions add to the consumer's problems, and would try to find a way to protect consumers from the ravages of misguided government action. In the process, however, the sponsors plan to take on so many sacred cows that, in a showdown on their resolution, it hardly seems possible they will be able to vote for the resolution themselves.

■ Here are some of the dynamite-laden situations they want the committee to examine:

1. Measures consumers might use to minimize the impact of inflation on purchasing power and savings.
2. The consumer's problems with instalment credit.
3. The effect on consumers of agricultural programs which influence the cost of food and fiber.
4. Effectiveness of anti-trust regulations.
5. Impact of sales, excise and other taxes.
6. Tariff policies which affect the price and availability of imported goods.
7. Influence of branded and non-branded products on the price and quality and availability of consumer goods.

Senators Rip 'Voice' Axing

Perhaps tv networks ought to organize a "committee to rescue the 'Voice of Firestone'." Unless they do, they better be prepared for a rough time when Sen. A. S. (Mike) Monroney (D., Okla.) resumes his investigation of tv rating services.

Protesting ABC's decision to bounce "Voice" out of its Monday spot, he complained in the Senate that "Voice" was "a victim of the mumbo-jumbo cult of tv ratings." He said, "the laws of the nation and the rules of the Federal Communications Commission for public service responsibilities are reversed and negated because the network presidents supinely bow to this fictitious god which tells America what it may hear and see."

■ *In this instance, he emphasized, the advertiser was willing to pay his money for a quality program to advertise a quality product. "But despite this determination by an experienced advertiser to advertise his product with a program he thought worthy and apparently profitable to his company, the desires of the advertiser and the public got short shrift, because the tv rating services on Madison Ave. rate close to the Sermon on the Mount in importance." Chiding ABC for its increased programming of "blood and thunder," he commented, "I find it difficult to believe that the three networks cannot find time in the prime evening hours for a program of the type symbolized by 'Voice of Firestone'."*

States Eschew Outdoor Curb

Have anti-billboard forces overreached themselves? At the urging of the outdoor industry, ranking members of the House public works committee, which handles highway legislation, are sponsoring bills modifying the Commerce Department's regulations controlling advertising on the new interstate highway system. But so few states have joined the program so far that outdoor groups are beginning to wonder if it wouldn't be better to leave the rules as they are—so extreme that most states aren't anxious to go along.

■ If a move gets under way to force a modification in the Commerce Department's rules, outdoor forces can count on freshman Congressman Thaddeus J. Dulski (D., N.Y.). In the House last week, he offered a bill (H.R. 6565) calling for regulation, not prohibition. He said, "I am of the opinion that the general public does not share the violent anti-outdoor advertising feeling shown at hearings by extremist opponents." He added, "I militantly oppose the zealous theorists who are trying to restrict them out of business."

'Life' Gets U.S. Bonus: Russell

Life's editorial against farm subsidies prompted the farm bloc to react, "You're another." In the Senate the other day, Sen. Richard Russell (D., Ga.) was on hand with figures purporting to show that Life gets postal subsidies amounting to $9,310,000 a year.

"The implications of the editorial are that farmers of this country are a worthless and shiftless group of people who are living on government handouts and subsidies," the senator complained.

"In its assault on what it termed 'farm subsidies,' Life magazine conveniently overlooked the fact that virtually every other segment of the American economy enjoys some form of government subsidy, assistance or protection."

Japanese Get Research Show

At the U.S. pavilions at the third Tokyo international trade fair next month, Japanese business men will be exposed to an animated exhibit which shows how American manufacturers use market research to study consumer demand, and to govern quality of production.

Our friendly Department of Commerce explains: "Similar studies by Japanese producers will show them their best marketing opportunities at home, as well as in the U.S. and in other nations, and assist them to strengthen the economy of Japan without risking unwise marketing ventures." Very sporting.

Chamber Eyes Parcel Post

U. S. Chamber of Commerce rushed to Capitol Hill to oppose legislation waiving current tight limits on size and weight of parcels carried in parcel post. Hundreds of businesses, including leading mail order houses, have worked hard to get this bill passed, but the chamber told the committee it wants to keep existing rules, because parcel post represents subsidized package delivery service in competition with taxpaying private carriers. #

The first issue of Industrial Equipment News, May, 1933
Circulation: 30,000
Advertising none:

1933

26 years ago . . .

Printers' Ink announced a new business paper destined to make marketing history and simplify industrial product advertising by originating the whole new field of PRODUCT INFORMATION publishing.

1959

Today . . . 26 years later . . . finds Industrial Equipment News read every month by more than 73,000 product selectors for one purpose only: PRODUCT INFORMATION . . . and chosen for marketing purposes by more advertisers than any other business paper.

In these fast-changing markets, what better place . . . what better timing for PRODUCT ADVERTISING than where the most buyers look oftenest for better products?

Details? Send for complete Data File.

Thomas Publishing Company

BPA NBP *461 Eighth Avenue, New York 1, N.Y. . . . Affiliated with Thomas Register*

New proof that you get fast action with these three mass magazines!

If you're looking for immediate impact on a new product, a new model or a new campaign, better study the figures below. They tell you—for the first time—how these three mass magazines can give your message tremendous exposure the first week out:

Reader Exposures to an Issue the First Week Out*

POST	**16,725,000**
LIFE	**15,934,000**
LOOK	**9,322,000**
TOTAL	**41,981,000**

Nearly 42 million exposures the first seven days! And each issue of each magazine goes on piling up millions more exposures the next week and the next and the next. Fastest of all, of course, is The Saturday Evening Post, a magazine noted for its vitality . . . famous for providing fast-moving selling power issue after issue!

*From Reader's Digest Report #6 on Reading Days

29 million times each issue,
someone turns to your ad page in the Post!
That's Ad Page Exposure (APX)!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

S&H Bows to Agriculture Dept., Drops Ads Quoting Stamp Study

WASHINGTON, April 30—After a brief display of resistance, Sperry & Hutchinson Co., the nation's oldest trading stamp company, has bowed to pressure from the Department of Agriculture to stop an ad campaign built around the department's recent studies of trading stamps in food marketing.

On April 20, S&H told the department it felt the trading stamp report was a public document which could be used in ads so long as there was no misrepresentation. But a second letter, April 27, announced that the controversial ads will be dropped, at considerable expense, and a new campaign substituted.

■ S&H ads quoting the department report as favorable to trading stamps had appeared in newspapers and magazines in recent weeks. As a result the department wrote S&H on April 17 that it objected to any use of its name or publication "in any manner which would constitute an endorsement or promotion, either directly or by implication, of a commercial product or enterprise."

This is the second incident in two weeks where government agencies have moved against advertisers for "implied endorsement." Only last week FBI agents stopped J. Walter Thompson from continuing a Seven-Up radio spot involving humorous dialog which ends, "Thank you, Kim Schultz. We'll be seeing you in your latest picture, 'I Was a Wonderfully Terrific Teen-ager for the FBI'" (AA, April 27).

■ The S&H ads were built around an article on the department's stamp study which appeared in the department's magazine, "Agricultural Marketing." The ads emphasized the finding that prices at stores handling stamps advanced, on the average—compared with non-stamp stores—considerably less than stamps are worth when redeemed.

But the Agriculture Department complained that S&H omitted precautionary phrases which are important in interpreting the statistics, and it declared that in any event, it objects to the use of its name or material in advertising for promotional purposes.

■ The initial S&H reply blustered with outraged indignation. Pointing out that the firm had cooperated fully with the department in the past when it needed information, the letter expressed regret that it had not been invited to sit down to discuss the question.

The S&H April 20 answer dismissed the omission of precautionary phrases as "common sense matters which a housewife need not be told."

It said it felt the department's criticism is not with the ads themselves, but rather with the implied endorsement. "We did not intend that the advertisement should, nor do we think it does, imply endorsement by the Department of Agriculture, either of the trading stamps or of this company."

■ By April 27, however, S&H had done some extensive second-thinking.

In a letter signed by Frank P. Rossi, exec vp, it said, "This will advise you that we have determined to discontinue this advertising program. We have reached this decision solely because we are interested, as we have always been in the past, in cooperating with the Department of Agriculture and in arriving at an amicable solution of this matter."

The letter referred to a meeting which S&H had with department representatives on April 21, and pointed out it is too late to change a trading stamp ad which is to appear in the June issue of *Good Housekeeping*. "We are, however," the letter said, "taking steps to substitute new advertising in subsequent numbers of *Life* and *Good Housekeeping*, although considerable expense will be incurred by the company in doing this."

■ If anti-trading stamp forces use the report in the future, S&H will have to reconsider its decision, the letter said. But it will advise the department in advance.

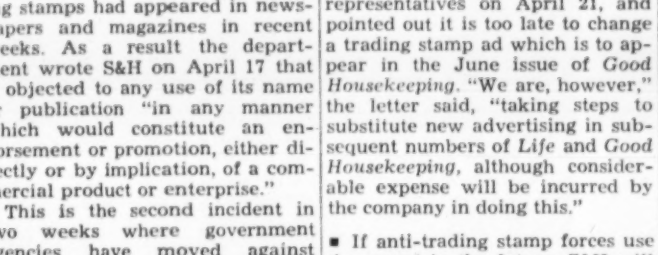
"We are glad to note that the department does not object to our continued distribution of the trading stamp report," Mr. Rossi's conciliatory letter concluded. "With that in mind, we shall continue to make copies of the report available from our company, and we shall naturally encourage interested persons to write to the Department of Agriculture for copies of the report because we feel that this report makes an important contribution towards the understanding of the economic function performed by trading stamps."

'Family Weekly,' 'Suburbia' Expand Merchandising Units

CHICAGO, April 29—The merchandising departments of *Family Weekly* and *Suburbia Today* have been expanded and reorganized, Leonard S. Davidow, publisher of the supplements, announced today.

Maurcy B. Ball Jr. was named assistant merchandising director for both publications. He has been associated with *Family Weekly* for the past two years, dealing solely with merchandising activities.

Seale D. Draper, formerly advertising manager of Kellogg Switchboard & Supply Co., was appointed merchandising manager of *Family Weekly*. Dick W. Zylstra, who previously was a copywriter for Jordan, Sieber & Corbett, was named merchandising manager for *Suburbia Today*. All of the jobs are new positions. #



McCluer Unger Wright Beach

AFTER THE TALK—*Oliver Unger, president, National Television Associates, talked before the Broadcast Advertising Club of Chicago on April 23 (see story on Page 40). Here he chats after the program with Jim Beach, president of the club; Paul McCluer, vp, Wade Advertising, and Tom Wright, vp, Leo Burnett.*

DEEP SLEEP—*Sealy Inc., Chicago, will launch its new promotion with this page in the May 16 issue of The Saturday Evening Post. J. Walter Thompson Co. is the agency.*

Amos Parrish & Co. Reorganized after Bankruptcy Session

NEW YORK, April 30—Amos Parrish & Co. emerged from Chapter 11 reorganization proceedings under the bankruptcy act yesterday with new financing, a new slate of officers and plans for "new growth and development in advertising and management consulting for retailers and manufacturers" (AA, June 23, '58, *et seq.*).

Under the reorganization plan, creditors are settling for 15% of claims totaling $375,694, presented by several hundred creditors. A total of $80,843 will be paid, plus administration expenses incurred in the court proceedings.

■ New financing for the company came from Gabriel Powers, financier and investor of Kendall, Fla., who put up a $125,000 deposit to take care of the company's obligations. Mr. Powers, however, will not be active in the company; it will continue to be run by longtime Parrish executives.

Within six to eight weeks, the company hopes to reactivate its advertising division which has been dormant since early this year when its accounts were transferred to Rockmore Co. (AA, March 2). The company reports it is "currently negotiating with a well-known person in the advertising field who will head up an expanded agency operation."

The company also plans to expand its counseling service for retailers and manufacturers in the areas of store design, sales promotion, fashion, merchandising, branch store and shopping center surveys, product and consumer research and expense analysis.

■ Under the new setup, Amos Parrish moves from president to chairman of the board. James H. Pickering, formerly vp in charge of the design division, becomes president. He has been with the organization 26 years.

Anthony Crupi, who has been with the company for about 14 years in sales and production, is the new exec vp. Frank Gorden, 25 years with the company in administration and finance, becomes vp and chairman of the executive committee. Tibor (Ted) Auslander, about ten years with the company in production, is a vp.

There are two newcomers on the executive slate. Jonas Senter, a merchandising and sales expert who is the American representative for several Japanese and Italian companies, joins the organization as a board member. The new treasurer is H. Allan Applestein, a corporation lawyer who "rebuilds companies" and who was active in refinancing the company

Rollert Begins Search for Cure for Ailing Buick

Radical Design, Pricing Alienated Buyers, AA Told

FLINT, MICH., April 30—Edward D. Rollert, who takes over tomorrow as general manager of the Buick division of General Motors, is faced with the Herculean task of halting a Buick sales slide that started in 1956.

Mr. Rollert's first job will be to find an answer to the $64,000 question—what is wrong with Buick? The second job will be to find ways to bring Buick, which was the third largest selling car in the U.S. in 1956, up from the seventh sales position where it is currently mired.

A check by ADVERTISING AGE of persons engaged in the automotive field disclosed just one thing—there appear to be many reasons why Buick has lost favor with the fickle public. Following are some of Buick's ailments as seen by industry observers:

• Some feel that Buick's radical design change for the 1959 models lost many loyal customers. "People just don't feel that the '59 is a real Buick, at least the kind of Buick they have been used to in the past," one man said. "The new Buick looks like a smaller car and looks too much like the lower priced Chevrolet," another said. "The style change was too drastic; it reminds me of the time Chrysler brought out its Air-Flow," still another said. Some observers felt that many loyal Buick fans turned to Pontiac, which has been having a banner year.

• Buick sales have been hurt by a general sales shrinkage in the medium-price field. The luxury models of Ford, Chevrolet and Plymouth have cut into Buick's potential market.

• One observer complained that starting in 1956, Buick models have not been as well constructed as before. He said that the high maintenance costs and frequent repairs soured many car owners on Buick.

• Another man maintained that Buick downgraded its product several years ago with the introduction of a low-priced Special. "Buick did this to get a larger share of market but I think the strategy backfired and Buick is really paying for this mistake now," he said.

• One adman asserted that there was no answer to the Buick problem. "The car field is like a dice game," he said. "Sometimes your models are hot for you and other times they are cold as hell."

• On the bright side, almost all of those queried praised the advertising job that McCann-Erickson has done for Buick over the last year. "The advertising has been real good," they said. One man said he thought that the "car didn't live up to the advertising."

■ Mr. Rollert inherited the hot spot job from Edward T. Ragsdale, who retired two weeks ago after 36 years with Buick, the last three as general manager (AA, April 20). Mr. Ragsdale received more than his share of lumps while serving in the top job.

In the fall of 1957, Mr. Ragsdale made a public apology for the "inept" handling of Buick commercials during a telecast of a championship boxing fight (AA, Aug. 5, '57). Four months later, he shook up the advertising world when he fired Kudner Agency, which had handled the Buick account for 22 years (AA, Dec. 23, '57).

Two months later, Mr. Ragsdale made headlines when he hired McCann-Erickson to succeed Kudner (AA, Feb. 17, '58). McCann resigned the Chrysler account to take on Buick, which evoked a storm of criticism in the advertising and automotive fields.

■ Last fall, Mr. Ragsdale and Buick became involved in a media hassle between McCann and the newspaper field over some research done by McCann which favored tv over newspapers (AA, Sept. 29, '58). The newspaper men stormed Buick with protests when they learned that McCann had recommended a drastic cut in newspaper advertising for Buick.

Buick appeared to get off to a good start last fall when it announced an ad budget of $20,000,000, and introduced its 1959 models on Sept. 19, the earliest announcement date of the major auto manufacturers.

However, sales figures for January and February of this year showed that Buick had sold 44,229 cars in those two months—down 12.7% from the 50,377 cars sold during a similar period in 1958. This placed Buick in seventh place behind Chevrolet, Ford, Oldsmobile, Pontiac, Plymouth and Rambler.

The picture became all the more dismal when the January and February figures showed that all other General Motors cars were reporting sales gains over the first two months in 1958.

■ Buick moved into third place among car sellers for the first time in 1954 when it sold 513,497 cars. Buick reached its peak in 1955 with sales of 737,879 models—a strong third position with 10.29% of the car market.

In 1956, Buick held on to third place although sales slumped to 529,371 cars. The next year, Buick dropped to fourth position behind Plymouth with sales of 394,553. Last year, Buick slid to fifth place with sales of 263,890 cars. #

BofA Starts 8-City Study of Male Newspaper Readers

NEW YORK, May 1—The Bureau of Advertising, American Newspaper Publishers Assn., and the Publication Research Service has invited advertisers to participate in a study of male newspaper readership currently under way in eight cities.

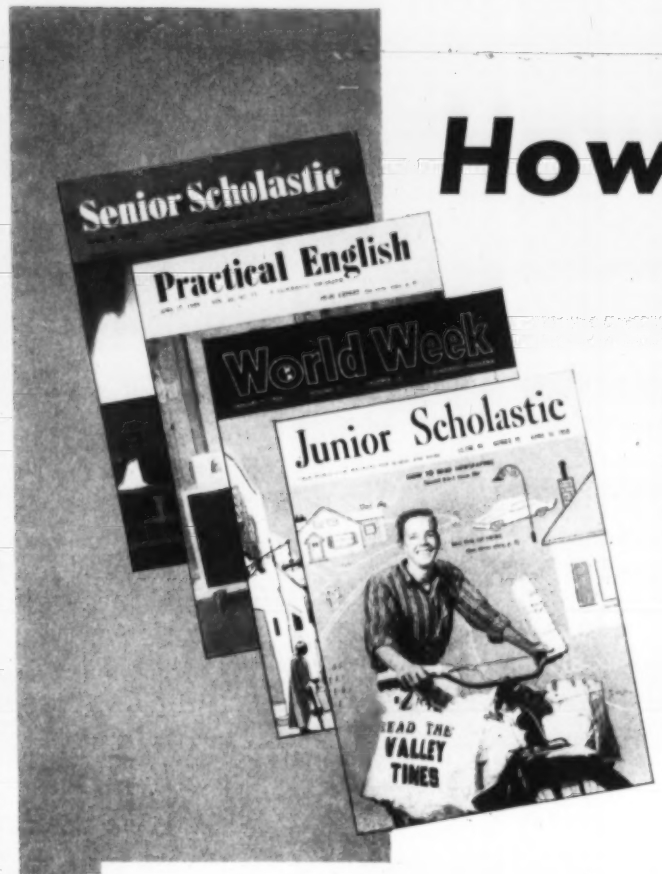
■ Results of the study, involving interviews of male readers one day a month over a three-month period ending in June, will be available to advertisers and agencies, the BofA said.

The bureau said 320 interviews will be conducted covering newspaper readership of newspapers in Boston, Chicago, Columbus, Houston, Long Beach, Cal., Milwaukee, Oklahoma City, and Philadelphia.

WNTA-TV Shows Go to WHCT-TV Via Coaxial Cable

WNTA-TV, Newark, will start feeding its programs to WHCT-TV, Hartford, via coaxial cable May 4. Ted Cott, vp in charge of NTA owned stations, who set up this working arrangement with Edward D. Taddei, president of WHCT, said the two stations are being offered to advertisers at a special rate that is slightly more than the WNTA-TV rate alone but less than the combined price of the two stations bought separately.

WNTA-TV figures the arrangement will bring an additional 364,000 homes into the coverage area of its programs. WNTA-TV features live programs of the variety, interview and discussion variety.



How to CAPTIVATE the youth market

RESULTS COUNT. For 38 years we at Scholastic Magazines, and hundreds of happy and successful advertisers, have known that advertising in our publications produces results. It produces for product advertising, for corporate advertising, for mail order advertising. There must be some good reasons for it.

Here's an example. Read the letter from Mr. F. L. Cooper, Director of Advertising of the New York Life Insurance Company. The NYLIC public service campaign on careers, placed by Compton Advertising, Inc., appears regularly in Scholastic Magazines. Read what Mr. Cooper has to say about response to the latest advertisement entitled "Should You Enter the Clergy?"

New York Life Insurance Company . . . 51 MADISON AVENUE, NEW YORK 10, N. Y.

PUBLIC RELATIONS DEPARTMENT

F. L. COOPER, DIRECTOR OF ADVERTISING — TELEPHONE MURRAY HILL 5-5000

March 30, 1959

Mr. Don Layman, Vice President
Scholastic Magazines
33 West 42nd Street
New York 36, New York

Dear Don:

You will be pleased, as all of us at New York Life are, with the exceptional response we receive from our career advertisements in Scholastic Magazines. Particularly impressive is the response of your readers to the spread which ran in your February 20 Careers issue.

As you know, the subject of our advertisement was "Should You Enter The Clergy?" As soon as that issue reached the schools we began to receive a flood of letters and postcards requesting copies of our booklets on careers in other fields as well. Many of your readers clipped the coupon from the ad and pasted it on the back of a postcard. Many of them wrote letters, heartwarming letters, about the great service which they believe New York Life is providing to Youth through our career series.

Not only did we receive letters from junior and senior high school students, but from educators and parents too. To date we have received more than 25,000 letters and cards from the February 20 advertisement, and the number grows each week.

As you know, we in the life insurance business place a great deal of emphasis upon the confidence of the public in our agents and in our company name. Our career series apparently is helping to build greater liking for and confidence in New York Life. Since yours is a Youth audience, we have every reason to believe that this will affect not only our sales today but future sales as well.

This response from advertisements in your magazines is most gratifying.

Sincerely yours,

F. L. Cooper

Here are the reasons for such exceptional response:

1. Scholastic Magazines give you the largest circulation in the Youth market — 2,228,888, as reported in our latest Publisher's Statement to the Audit Bureau of Circulations.

2. Scholastic Magazines give you a concentrated Youth audience, *with no waste.* If you want teenagers, you get teenagers.

3. Scholastic Magazines give you a large primary audience of teachers and administrators who use Scholastic Magazines—nearly 100,000 educators.

4. Scholastic Magazines give you a large secondary audience of parent readers, who turn to our publications for a clear and unbiased treatment of the news.

5. Scholastic Magazines give you an atmosphere of intense concentration on your message, *in the quiet of the classroom.*

In the next six years the numbers of boys and girls in our junior and senior high schools will grow by more than 30 per cent, to a total of approximately 20 million. They have billions of dollars of their own to spend. They influence the spending of billions of family dollars. They represent a future market of limitless dimensions.

School — junior-senior high school — is the focal point of their interests and their lives. Reach them in this atmosphere and you reach them at their peak of interest in and awareness of the values of what you have to offer.

The New York Life Insurance experience is only one example of the fact that you can sell Youth best through Scholastic Magazines.

Write for our new pamphlet,
"How to Advertise to Teenagers"

SCHOLASTIC MAGAZINES

33 WEST 42ND STREET, NEW YORK 36, NEW YORK

75 EAST WACKER DRIVE, CHICAGO • 1221 HEARST BLDG., SAN FRANCISCO

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
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☑ community leaders

sell a quarter of a million
DOCTORS
every other week in the

AMA NEWS

the doctor's own newspaper

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

Fahy Joins Donahue & Coe

Eugene F. Fahy, formerly with Fairchild Publications, has joined Donahue & Coe, New York, as supervisor on the American Enka account. Donahue & Coe also has named Joan Idestrom, formerly with Alan W. Bell Co., public relations company, fashion account executive on the American Enka account and John E. Sullivan, previously with Compton Advertising, an assistant account executive on the Kasco division of Corn Products.

Borden Spreads Cheese Bars

Flavored cream cheese bars, introduced in Atlanta by Borden Foods Co., has expanded distribution to include the Syracuse, N.Y., area. The new product is claimed to be the first flavored cheese "in the convenient bar shape." It is available in four varieties. No advertising is being done and no agency has been assigned to the product.

there's been a

big switch

in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated *local* shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—*plus* over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

*Consistently has more shows in the top 15 than any other local station!

Top Network + Top Local + Bonus Viewers = BEST BUY

KPTV channel 12

Oregon's FIRST Television Station

Represented by the Katz Agency, Inc.

INCREASE—*White King Soap Co. is increasing its concentration in Southern California in newspapers during second quarter 1959 and in western editions of magazines. This ad is slated for Ladies' Home Journal, added to its magazine list.*

Miss Minnegasco Symbol Born to Minneapolis Gas Co.

Minneapolis Gas Co. has introduced an Indian maiden named Minnegasco to the Minneapolis public as the utility's new corporate symbol. She appears in all the company's ads, both live and in animation on tv, in newspapers, window displays, gas bills, truck posters, buttons, employe shoulder patches and athletic team emblems.

The copy line appearing with her is "Go first class—with gas." Knox Reeves Advertising, Minneapolis, the utility's agency, designed the symbol.

EWRR Adds One, Names Six

Structo Mfg. Co., Freeport, Ill., toy maker, has named Erwin Wasey, Ruthrauff & Ryan, Chicago, to handle its advertising. The agency's Los Angeles office, meanwhile, has named to its media department Maurice R. Bowers, formerly media department head of Galen E. Broyles & Co., Denver, and Richard M. Miller, formerly media director of Gaynor & Ducas, Los Angeles. Appointed media supervisor on Carnation products is Roger E. Gaylord, formerly with McCann-Erickson, New York. Promoted to posts of media estimators are Ivan Warshawsky, up from traffic, and Kingdon Blabom Jr., up from the mail room. Promoted to account executive in the agency's new industrial division is Richard T. Forbath, who has been a media buyer.

DuVal Joins Harper-Atlantic

Philip L. R. DuVal, formerly sales and advertising vp of Gordon-Ford Sales Co., has joined Harper-Atlantic Sales, New York, as sales development manager.

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING ENGINEERING LABORATORY

Testing today for your tomorrow

Whether they work at Cape Canaveral, or among the more peaceful problems of the Good Housekeeping Institute, American engineers contribute much to our welfare.

At Canaveral, dedicated men explore the mysteries of the universe.

At Good Housekeeping, equally devoted engineers seek solutions to more worldly problems.

Our engineers want to know if a certain refrigerator will keep frozen food safe to eat; whether a new light bulb really will last five years; whether an insecticide will explode if used in the kitchen; if an electronic appliance is efficient. In some investigations they may use nuclear equipment. Always, safety is basic.

For example, in our insulation breakdown tests, 900 volts are impressed for at least one full minute to test the circuit in appliances. 900 volts is eight times the shock potential of your house current.

It is this kind of thoroughness that makes Good Housekeeping so meaningful. It is one reason why our Guaranty Seal has decided sales influence with 40,930,000* women.

**Crossley, S-D Surveys, Inc.*

Good Housekeeping
A HEARST MAGAZINE
Creates a Climate of Confidence for Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

The Editorial Viewpoint . . .

Advertising's Public Relations

It was only a year ago, at the 1958 annual meeting of the Four A's, that Claude Robinson of Opinion Research Corp. was assuring the advertising business, on the basis of some studies of New Jersey housewives, that the public was less critical of advertising than advertising people themselves. The derogatory books about advertising distort admen's images of themselves and induce stronger feelings of self-depreciation than are warranted, he said, adding: "Get off the defensive. The critics of advertising are talking for themselves, not for the public."

Either Mr. Robinson was wrong or the advertising business doesn't believe him, because the 1959 annual meeting of the Four A's rang with warnings of the horrible image which advertising holds in the public mind, and particularly in the minds of those fearsome legislative ogres in Washington.

Last year we expressed the fervent hope that the "good news" about the public image of advertising and advertising people would lull no one into a false feeling of security about advertising's public relations problems. This year we hope with equal fervor that the cries of alarm will not result in hasty or ill-considered action, on the Washington front or anywhere else.

There can be no question that advertising needs help with certain sections of the public, notably legislators and educators. But there seem to be overtones of hysteria in some of the discussions about what ought to be done and how to do it; and it is our firm belief that action taken under such conditions is not likely to be the wisest that can be taken.

There are near-emergencies facing advertising in Washington and elsewhere, but fortunately the machinery which already exists seems to have demonstrated its ability to cope with these emergencies in a reasonably satisfactory manner. What is needed is serious, long-range thinking about the problem, and carefully considered plans for approaching and solving it.

We hope, therefore, that machinery will be put into operation immediately looking toward the most serious consideration of all aspects of the situation, so that a workable, sensible, long-range program can be developed which will secure the united support of every phase of the advertising business.

Some Good Adman Images

Not all advertising images are bad ones.

As we write this, a copy of "More Power for Your Church & Building Up Your Congregation," a combined edition of 25 key chapters from two previous bestsellers, rests on our desk. The author is Willard A. Pleuthner, vp of BBDO, famed brainstormer, who has devoted his spare time for almost 20 years to helping churches build up their attendance.

And beside it is last week's AA portrait of Jack Sidebotham, tv art supervisor at Y&R, who—with his wife—holds weekly religious get-togethers for high school students, and has been doing so for the past seven years.

The significant thing about these two is that while Pleuthner and Sidebotham may be spectacular examples of religiously oriented admen, there are literally thousands like them, working with church and religious groups, with youth movements, civic enterprises, charities; doing the good work that needs to be done to hold together the finer fabric of American life.

This is the kind of adman-image that needs more public recognition.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maleeki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Robert P. Moogk, The Biddle Co., Des Moines.

"He's not even going to get the chair—just 20 years. And for saying 'butter' on a margarine commercial!"

Why Off the Record?

As newspaper men, we are naturally prejudiced against closed, off-the-record meetings, even though we might admit, if pressed hard, that there are some things that can better be said off the record, or in a closed meeting, than on the record in an open session.

Nevertheless, you can perhaps understand our perplexity when we go to a meeting, as we did last week (the Four A's meeting at the Greenbrier, to be specific) and speaker after speaker is perfectly willing to tell us what he has to say, but the association itself decides that these speakers can talk only at sessions closed to the press, and presumably unreportable.

You will pardon us, we're sure, if we wonder whether the speaker himself isn't perhaps the best judge of whether what he has to say is "classified" or not; and whether, once he has decided that it is not, no one else ought to reverse his decision.

\# \# \#

What They're Saying . . .

Helpful Hints for Hatchet Men

The problem of when to use and when not to use commercial names in the news columns is a ticklish one. The adage—and if there isn't such an adage there should be one—"Why give it away if you can sell it?" is still valid. But it is not especially helpful since it so often must yield to the reader's rightful claim to information. It is not possible to frame a comprehensive code on when to use commercial names. But some suggestions can be offered, and will be herewith:

Use commercial names:

1. *If they provide necessary information.* Last summer a piece said that diethyltoluamide was found by the Agriculture Department to be an effective insect repellent. Without the name of a brand that contained this chemical the story was worthless.

2. *If they provide pertinent information.* This kind of information would be akin to the name, age and address of the culprit in a hold-up story. It would embrace the name of the store in which an elevator fell, the name and channel of a tv program on which the Soviet Ambassador was interviewed and the name of the company sponsoring a golf tournament. It would include the make of plane that crashed (planes have varying sizes, capacities and power plants), though not usually the makes of trains, buses or automobiles that crash since the differences here are not generally significant.

3. *If to omit them is bound to arouse curiosity.* When you say that the tv commercials for one product have not been changed for years, the reader is curious to know which one you have in mind.

4. *If to omit them seems niggardly.* When you say the dog in the picture is a greyhound "identified with a bus line," the reader knows which line you mean and it seems small of you to suppress something so obvious.

On the other hand, brand names should not be lugged in when they are neither pertinent nor necessary. Thus, there is no point in saying that the picture was "Scotch-taped to the wall" or that the sailors drank coffee "either the regular or the Sanka variety." "Taped" or "stuck" would do in the first instance and "decaffeinated" in the second.

What all this adds up to, if indeed it adds up to anything, is to be solicitous of the reader's interests and to use good old common sense.

—"Winners & Sinners," bulletin issued occasionally by the New York Times News Room.

Rough Proofs

Owners of 1959 Buicks will be the subjects of a newspaper testimonial campaign, and no doubt they'll express amazement at finding themselves in such a small minority.

•

Arthur Godfrey has a date a little later on with "Person to Person," and in spite of some incidental surgery it's a good bet the old Redhead himself will be at one end of the line.

•

Unilever spent $280,000,000 in advertising in 1958, a story on this worldwide operation says.

Looks as if it must pay to advertise in any language.

•

Pierre Martineau refers caustically to creative admen as "intellectual mercenaries."

This isn't as bad as it sounds—it just means they produce copy to sell.

•

"Tax crackdown hits Slenderella," reports the world's greatest advertising journal.

Internal Revenue Service insists payments to it were slimmed down too much.

•

"Fed up with the Madison Ave. type merry-go-round, big-shop politics, skimpy income?" asks a Milwaukee agency looking for an account man.

It's possible to endure big-shop politics, but not a skimpy income.

•

C. H. Masland & Sons will reimburse agencies which make speculative presentations for its account and fail to land it.

At least they'll get their bait back.

•

The Assn. of Advertising Agencies in West Germany says an advertiser abroad "must be able to trust his agency as he trusts his bank."

And that's assuming, of course, that his banker doesn't have a glass eye.

•

Dentsu Advertising Ltd. has 3,000 employes in Japan, operates 25 offices and bills $100,000,000 a year.

Unless someone rises to challenge these figures, that makes Dentsu the biggest agency in the world outside of the U. S.

•

The era of good feeling among print media moves apace, with Andrew Heiskell saying some kind words about the business press after receiving a special *Life* citation from the Associated Business Publications.

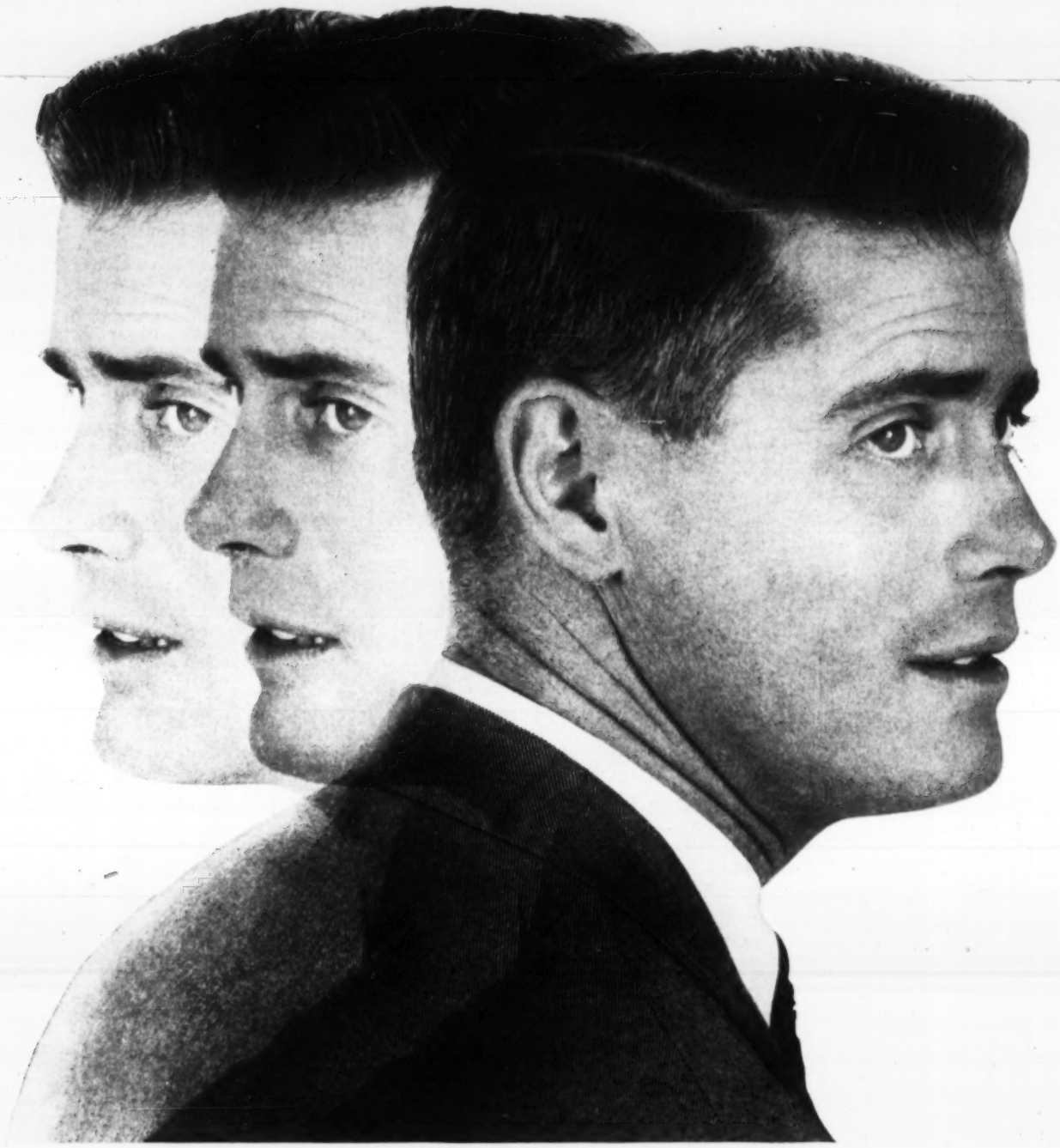
•

"Television Factbook" reports that there are now 77,479,945 tv receivers in the whole world, and at last reports only a few of them had failed to present "I Love Lucy" to their viewers.

•

Waterman, a pioneer among fountain pens, has returned to the Howard agency after 30 years. A lot of its ink ran under the bridge before the ball point cartridge began to take over.

COPY CUB.



720,000 men went that-a-way!

You'll find these men wherever you see The Inquirer. They all read it . . . on every average weekday. They represent 63.5% of the adult males in Delaware Valley who read a major Philadelphia daily. The other major daily brings you only 661,000 heads . . . accounting for 58.3% of the males who read a major daily.

What's more, of these aforementioned 720,000 men, 473,000 are *exclusive* Inquirer readers. You can't reach one of them in the evening newspaper. And out in the suburbs . . . which account for 60% of the buying income . . . where 64% of automotive sales are made . . . The Inquirer gives you 44% more male readers than the evening paper.

For sales, reach these men . . . in The Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

SLEEP TIGHT!

You won't have a worry in the world when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

American Motors Sets Friday Night Spot TV Drive

American Motors Corp. will run a special Friday night spot television drive this spring to promote Saturday traffic in Rambler showrooms. The campaign started April 24 on 170 stations in 76 markets.

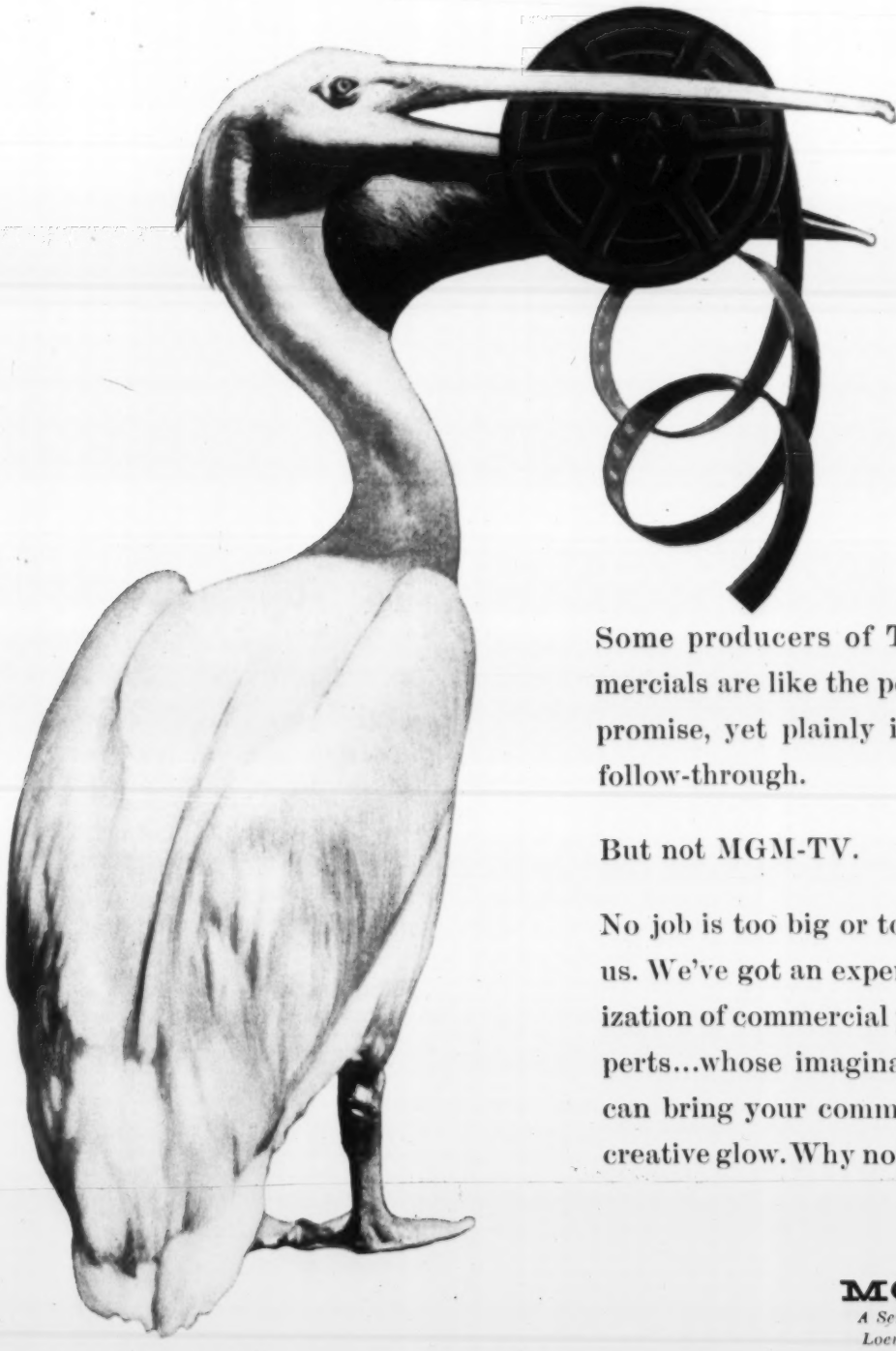
The schedule for each station calls for an average of five eight-second IDS in prime time, to be followed later in the evening with two 60-second commercials. E. B. Brogan, Rambler ad manager, said the drive "should produce immediate traffic on the day most families shop for cars—Saturday." Geyer, Morey, Madden & Ballard is the agency.

Delmarle Names Rumrill Co.

Nance Delmarle Co., East Rochester, N.Y., has appointed the Rumrill Co., Buffalo, to handle advertising and merchandising for Nance's mustard. A newspaper and radio campaign will begin in metropolitan New York this month.

VITAL—*This is one of a series of four ads to be placed in Esquire and Gentlemen's Quarterly this year by Bear Brand Hosiery Co., Chicago. Theme is that men's hosiery represents one-tenth of his appearance. Jones Frankel Co., Chicago, developed the campaign.*

"A Remarkable Bird is the Pelican..... His Mouth Holds More Than His Bellican!"



Some producers of TV film commercials are like the pelican—big on promise, yet plainly inadequate on follow-through.

But not MGM-TV.

No job is too big or too complex for us. We've got an experienced organization of commercial production experts...whose imaginative approach can bring your commercials a fresh creative glow. Why not give us a call?

MGM-TV
A Service of Loew's Inc.

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV, Culver City, California • SAN FRANCISCO: PR 5-1613
LOS ANGELES: Bob Fierman-TE 0-3311 • NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

Bring Musicians in on Ad Planning, Leigh Urges

CHICAGO, April 28—Because of the emotional impact music lends to broadcast ads, musicians should be called in to give advice at the very inception of an ad, a music specialist told the Agency Broadcast Producers' Workshop here last week.

Mitch Leigh, president of Music Makers Inc., New York, told the production group that the past two years have seen music emerge to recognition as an ingredient in ads that has an enormous influence on the mood and emotion that an ad leaves with listeners.

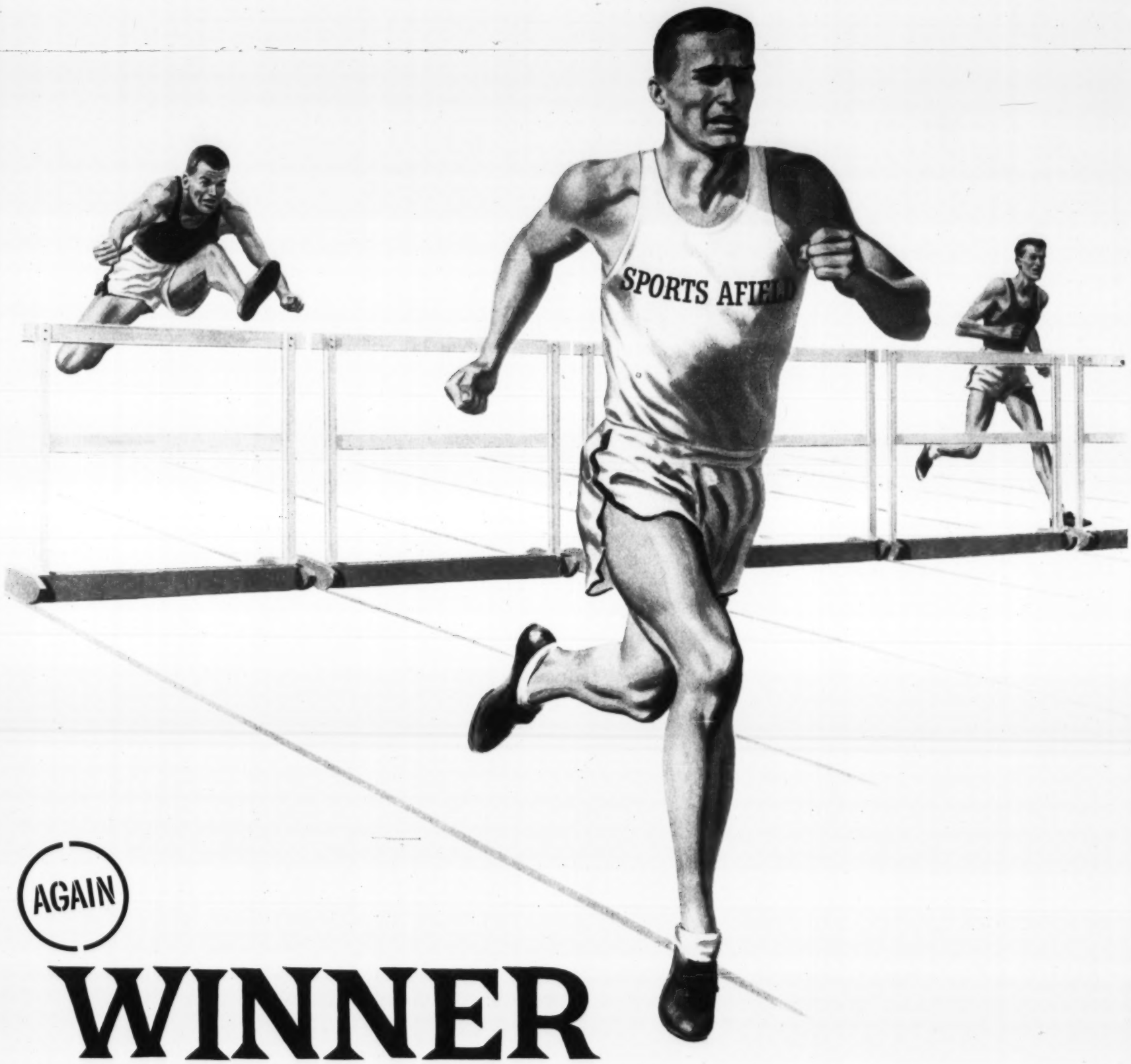
■ Such an ingredient, he said, should not be relegated to mere adjunction to the film producing operation, but should be treated as a creative function. Music specialists should be called in with the other creative people—copywriters and artists—when plans for an ad are first discussed, he said.

For that matter, he added, film production too should be treated as a creative function and its technicians brought in on early planning. At present, he noted, too few film producers want to participate as a creative force, but there are beginning to be more and more of them who are anxious to do so, he added.

Mr. Leigh cited music used in tv ads for Tang, a new General Foods Corp. instant beverage, and Chemstrand nylon to demonstrate how the music can dramatize an ad's visual action to intensify the image it conveys. He described this as a more utilitarian use of music than what prevailed in ads when the music was treated—as it often still is—as a sort of unobtrusive background pleasantness and little more.

■ The idea of doing "something different" in an ad's music doesn't—or shouldn't—mean always the "far out" modern jazz arrangement or otherwise off-beat treatment, Mr. Leigh said. A "different" thing could be something in conventional style that does something different to the listener, he said.

Music has only one function in advertising, Mr. Leigh said, and that is to help sell products by helping to transmit the emotional punch of an ad's message. Doing this job—which, he said, may mean using very common or very uncommon musical arrangement—is far more important, he asserted, than writing ad music for art's sake. #



AGAIN

WINNER

and still champion...

IN A FIELD OF THREE STRONG MAGAZINES . . . there are many hurdles to clear before you hit the winner's tape. But SPORTS AFIELD did it again . . . and continues to lead the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans – select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

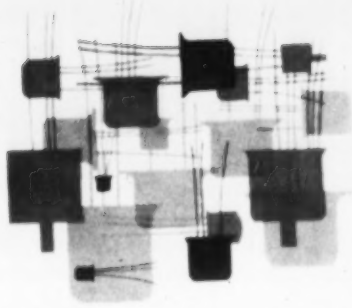
Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

67,369 X IRE/lc = top



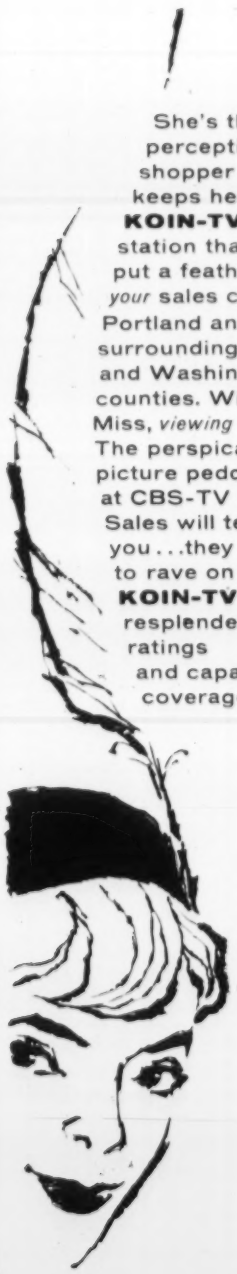
Get it? Or are we being obscure again? Here at *Proceedings of the IRE* we think in formulas, too. Can't help it. Brought up that way—just like our readers.

But maybe that's not bad. Maybe that's why the 67,369 of them pay over a million dollars a year for their own *Proceedings*—the only magazine that is written solely for and by radio-electronics engineers.

About the formula above, the *lc* stands for lowest cost per reader impressions, and *top* stands for top. You know, top—as in "the *top* publication in the radio-electronics field."

Proceedings of the IRE

THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, New York 36, New York
MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles



She's the pert, perceptive shopper who keeps her eye on **KOIN-TV**... the station that can put a feather in *your* sales cap in Portland and 32 surrounding Oregon and Washington counties. With this Miss, *viewing* is *doing*. The perspicacious picture peddlers at CBS-TV Spot Sales will tell you...they love to rave on about **KOIN-TV**'s resplendent ratings and capacious coverage.

Getting Personal

The advertising families of Umland and Guild were merged April 24 when Diana Umland married Charles Bennett Guild. The bride is the daughter of **E. Eugene Umland,** prior to his retirement head of Umland-Eastman-Becker, San Francisco, and at one time an account exec of Young & Rubicam. The groom is the son of **Walter Guild,** president of Guild, Bascom & Bonfigli, San Francisco . . . **Art Rothenberg,** an art director at Leber & Katz, New York, for the past nine years, has been developing a new art technique: ceramic tile painting. His work is being shown publicly for the first time at the Motel on the Mountain, Suffern, N.Y., in a one-man show running until June 1. "The translucent depth of color that can be achieved with repeated firings, make ceramics the most exciting and practical medium I have ever used," says the artist . . .

Life advertising promotion's **Wilbur Cross** has surfaced from a four-year exploration of submarines. The result: His first book, "Challengers of the Deep," a history of U.S. submarines and the men who have manned them, has just been published by William Sloane Associates . . . **Phelps Fisher,** account exec at KOMO-TV, Seattle, recently elected to the board of the Seattle Junior Chamber of Commerce, has picked up the pleasant pulchritudinous assignment of handling publicity for the Miss Washington contest, sponsored by the junior chamber to choose the state's entrant in the Miss America pageant . . .

Harry R. White, celebrating his 25th year as executive secretary of the Sales Executives Club of New York, will be the subject of a "This Is Your Life" luncheon meeting of the club May 5. During his tenure, the club has grown from a debt-ridden group of fewer than 100 members to today's solvent 3,500 membership . . .

WESTWARD HO!—*Allen K. Reasoner (right), manager of Sunset's New York sales office, congratulates Tom Carson, assistant media director of Compton Advertising, who won a California weekend for two in Sunset's recent "See how Westerners Live" contest. Tom and his 14-year-old daughter will spend May 14-17 on the coast as Sunset's guests.*

Time ad promotion director **Nick Samstag** will go to Israel early this month as a guest consultant to the Chaim Weizmann Institute in Rehovoth . . . The Detroit staff of Young & Rubicam has financially "adopted" a 4-year-old Greek boy . . . The Branham Co., Chicago, national advertising representative, is continuing the John M. Branham and John M. Petrie memorial scholarship awards, established last year in commemoration of the company's 50th anniversary. The awards are open to employes or direct descendants of employes of The Branham Co.'s represented newspapers, radio or tv stations . . .

Don Belding, former board chairman of Foote, Cone & Belding, is the national campaign chairman of the Arthritis Rheumatism Foundation. For the past two years president of the foundation's Southern California chapter, he was named by the national organization as its 1958 "Volunteer of the Year." . . .

Two days after helping put over the 25th anniversary gridiron performance of the Women's Advertising Club of St. Louis, which she founded, **Bea Adams,** Gardner Advertising vp, took off for five weeks in Europe . . . and **Leonora Allen,** prexy of the St. Louis women's adclub, celebrated her 18th anniversary with French & Shields, where she is asst. secretary-treasurer, on April 21 . . .

May 16-June 25, **Robert N. D. Arndt,** founder and director of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will be in Poland as a member of the U.S. trade mission there, working in the U.S. trade information center at the Poznan International Trade Fair . . . **Louis Benito,** head of his own Tampa agency, has been named Adman of the Year by the Tampa Adclub for the second time. He also received the award in 1955 . . .

Thomas B. Adams, president of Campbell-Ewald Co., Detroit, was given the 1959 "Man and Boy" award of the Boys' Club of Detroit for his "outstanding effort toward making Detroit a better place in which to live" . . . **Bill Neville,** Philadelphia manager of Ward-Griffith Co., newspaper representative, became a father for the seventh time with the recent arrival of his fifth daughter . . . Little 5 lb. Kate Price was born April 4 to **Herbert L. Price,** president of the Salt Lake Adclub, and wife Midge. The count so far: three girls, one boy . . .

Reversing the usual custom of New Englanders going to England to track down their ancestors, **Graeme Cranch,** research director of Mather & Crowther, London, will spend a few days in Boston the first of May (part of a five-week business trip) seeking the American branch of his family. His great-great-great-grand uncle Richard Cranch and Richard's sister Mary emigrated to America from South Devon in 1746 . . .

How PARENTS' MAGAZINE ranks

in major audience characteristics according to the newest Starch Report

1st among all magazines in the new 1959 Starch Consumer Magazine Report.

PARENTS' MAGAZINE ranks first in percent of:

- Families with children under age 18.*
- Women readers 18-34 years of age.
- Married women readers 18-34 years of age.
- Full time housewives.
- Families with incomes $4,000-$9,999.
- Couples married 5-10 years.
- Family head under 45 with any children under age 18.
- Children under 10 years of age.
- Families purchasing life insurance in past year.
- Families owning one or more still cameras.
- Families owning an electric refrigerator.
- Families owning an automatic washing machine.
- Families owning a clothes dryer.

* Other than one juvenile publication.

1st among all weekly, general monthly and women's service magazines in the new 1959 Starch Consumer Magazine Report.

PARENTS' MAGAZINE ranks first in percent of:

- Families who bought a new house in the last 12 months.
- Families owning one or more automobiles.
- Families who bought an electric range in the last 12 months.
- Families spending $35-$44.99 weekly for food and groceries.
- Families who bought more than $200 worth of furniture and rugs in the last 12 months.
- Families who remodeled house in the last 12 months.
- Women using a camera.

Last among all magazines in the new 1959 Starch Consumer Magazine Report.

PARENTS' MAGAZINE ranks last in percent of women-readers age 45 and older... and we don't mind it a bit! PARENTS' main asset is that it is read, believed in and used by young married women with children.

This Seal ***UPS*** *sales!*

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

PARENTS' MAGAZINE CIRCULATION GUARANTEE	1,800,000
CHILDREN IN PARENTS' MAGAZINE FAMILIES	4,100,000
MONTHLY READERSHIP	6,100,000

Opera Stars. When Mrs. Frederick K. Weyerhaeuser entertained the Met, they—in turn—thanked her for all she had done as president of the National Council of the Metropolitan Opera Assn. in establishing Regional Auditions and encouraging opera throughout America.

She says: "LIFE's story brought a surge of interest, and a continuing increase in inquiries about our Regional Auditions and Central Opera Service."

Among the more than 100 guests: Mrs. G. C. Crosby; Mrs. F. W. Bowman; Weldon Powell; Lauder Greenway, Met. Board Chairman; Mrs. Weyerhaeuser; John G. Ordway; Warren S. Moore; Bernard H. Ridder; John E. Alexander; Mrs. L. Carpenter; Mrs. J. S. Lombard; Mrs. J. S. Dalrymple; Malcolm Willey; Mrs. L. Lampert; Mr. & Mrs. J. S. Pillsbury; Miss Jean Madeira; Rudolph Bing.

Center of Attraction. When the mammoth 84-acre Southdale Shopping Center opened in 1956, LIFE was there. Since then over ten million have visited it. Says Southdale Center, Inc. President Bruce B. Dayton, shown above with brother Donald, president of Dayton's: "Indication of the great interest LIFE aroused is the fact that we have played host to hundreds of retailers, developers, builders, engineers from all over the world, many of whom came as a result of seeing Southdale in LIFE."

How people respond and around the TWIN

Governor
Orville L. Freeman

"LIFE's coverage of events in the land of 10,000 lakes brings out the warmth of Minnesota's friendly citizens, the skill and productiveness of its workers, and the talents of its business leaders. Minnesota is growing and we are delighted when LIFE captures that feeling of excitement."

St. Paul and Minneapolis are the sum total of stimulated people and stimulating ideas—typical of the growing communities which LIFE reaches every week.

Read what happened when Twin Cities' people and places

. . . and still more response!

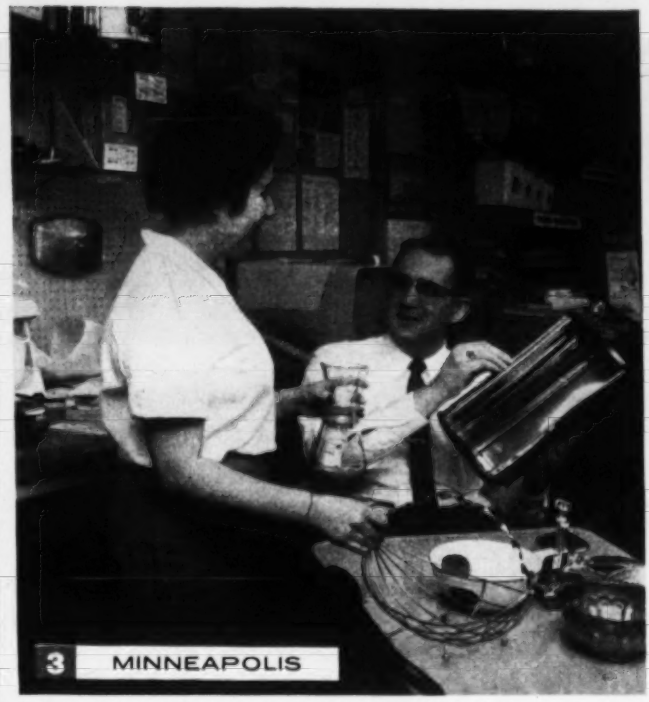
9 ST. PAUL. Great-grandparents, the professional Dancing Gordons, aged 75, 78, danced through LIFE, into the hearts of hundreds who wrote "boxes full of wonderful letters of congratulations."

10 MINNEAPOLIS. Prof. Eugene P. Pfleider, Chief, Div. of Mineral Engineering, U. of Minn., kidnapped by Cuban Rebels: "Is there any place LIFE isn't read!" Letters from everywhere, request for lectures, articles.

11 ST. PAUL. Inquiries came from every state, 25 countries, when LIFE reported on U. of Minn. Institute of Agriculture's demonstration of a ration formula which fattens pigs to marketable weight months sooner.

12 MINNEAPOLIS. LIFE's story about three typical teen-agers and telephones set up a buzz of exciting response from here and abroad—brought the Nyvall family lots of fun and fame.

13 MINNEAPOLIS. LIFE's Medical Science report, "Bank of Vital Organs" spotlighted startling advances at U. of Minn.; even inspired volunteers.



Fair Exchange. A LIFE story about a shop where brides could swap duplicate gifts brought its owner immediate results.

"I'm at least five years ahead of where I'd be without the LIFE story. I have built a new air-conditioned home and business office; in 1958 alone I moved between $100,000 and $200,000 worth of houseware items," says John W. Ludewig, who changed the name of his shop to The Original Gift Exchange because so many people copied his idea.

Beauty Boom. When Minneapolis matrons formed the Model Wives Club to trim figures, boost glamour, LIFE told their story. Phone calls from London's BBC and Daily Mirror and hundreds of letters, phone calls poured in from all over the U.S.A.

Says Club Director, Mrs. Jo Malmsten: "Now we have added groups interested in modeling, and we appeared on TV, radio shows—even in national advertising. Before LIFE's story there was only one modeling agency here—now there are three and business is booming because local advertisers and photographers find they do not have to go out of the city when good models are needed. It's the most thrilling thing that ever happened to us."

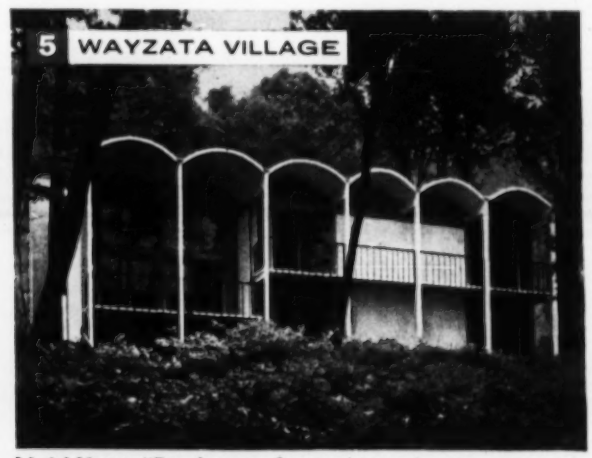
to LIFE in CITIES

appeared in LIFE. Here are a few of the ways LIFE's 32,100,000 readers changed the lives of the people they met—for the first time—in LIFE's provocative pages. Imaginative, receptive, always on the alert for new ideas, they participate in all LIFE has to offer.

What happened in the Twin Cities is typical of what happens all over the country every week. They can happen to your products, too, when they're in LIFE.

LIFE—9 Rockefeller Plaza—New York 20, N.Y.

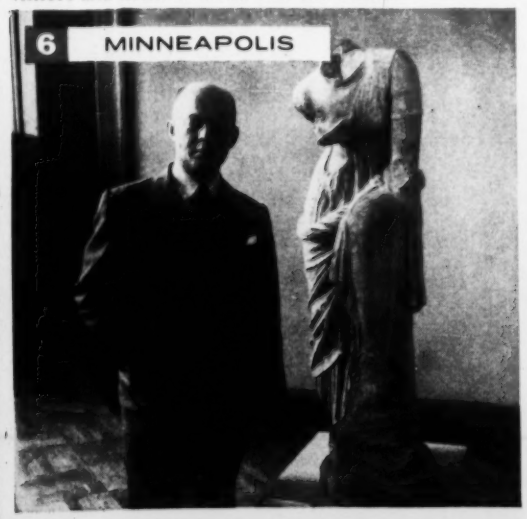
Voice of the People. "The day LIFE ran my article on Nikita Khrushchev, I had a vivid demonstration of the almost instantaneous impact of modern publishing and mass communications," says Senator Hubert H. Humphrey. "Mail rolled in from every part of the U. S., first like the torrents of spring, and then in a broad, steady flow."



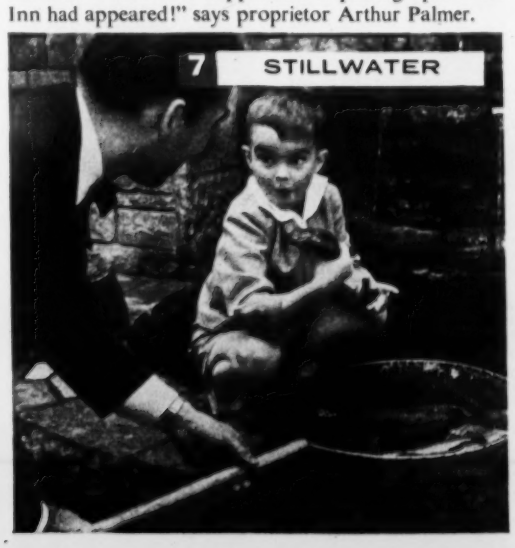
Model Home. "People never forget pictures they see in LIFE," exclaims Minneapolis architect Donald E. Hustad whose home, above, appeared in LIFE.

"Letters came from Norway, Canada, from coast-to-coast—from students, architects, couples planning to build. A bus load of people pulled in, walked around the house observing it closely. Wayzata may not have been well known nationally—but it certainly is now!"

Muse is heard. "LIFE has contributed very substantially to the growth of interest in museums across the country," says Richard S. Davis, Director of the Minneapolis Institute of Arts. "After LIFE's reproduction of our Greek figure, 'Tiber Muse,' appeared we received thousands of visitors and letters from all over the world."



Fish Story. A 2-line mention in LIFE brought a 32% increase in business—added 16 people to the staff of the Lowell Inn. "People come from everywhere—ask to see our indoor trout pool because LIFE mentioned it. Imagine what would have happened if a photograph of the Inn had appeared!" says proprietor Arthur Palmer.



Scrutable Orient. ". . . we're certainly feeling LIFE's influence! After LIFE featured two Northwest Orient Airline stewardesses on a glamourous routine day off in Japan, a wave of applications rolled into the airline offices from young women wanting to see the world," says Employment Director Michael Kennedy.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

NEW ROYAL CROWN THEME—*Royal Crown Cola Co. (which recently changed its corporate name from Nehi Corp.) has launched a new national six-month poster campaign and a new theme "that fresher refresher" (AA, Feb. 23). Bottlers coast-to-coast will participate in the program. D'Arcy Advertising Co. is the agency.*

Distillers Get Ally; Promote Bourbon as National Drink, Urges Coopers' President

BUFFALO, April 28—Bourbon whisky will become the national drink of the U. S. if the Coopers International Union of North America has its way.

Delegates to the union's biennial convention approved unanimously a resolution to help promote the beverage throughout the world as "a truly American drink."

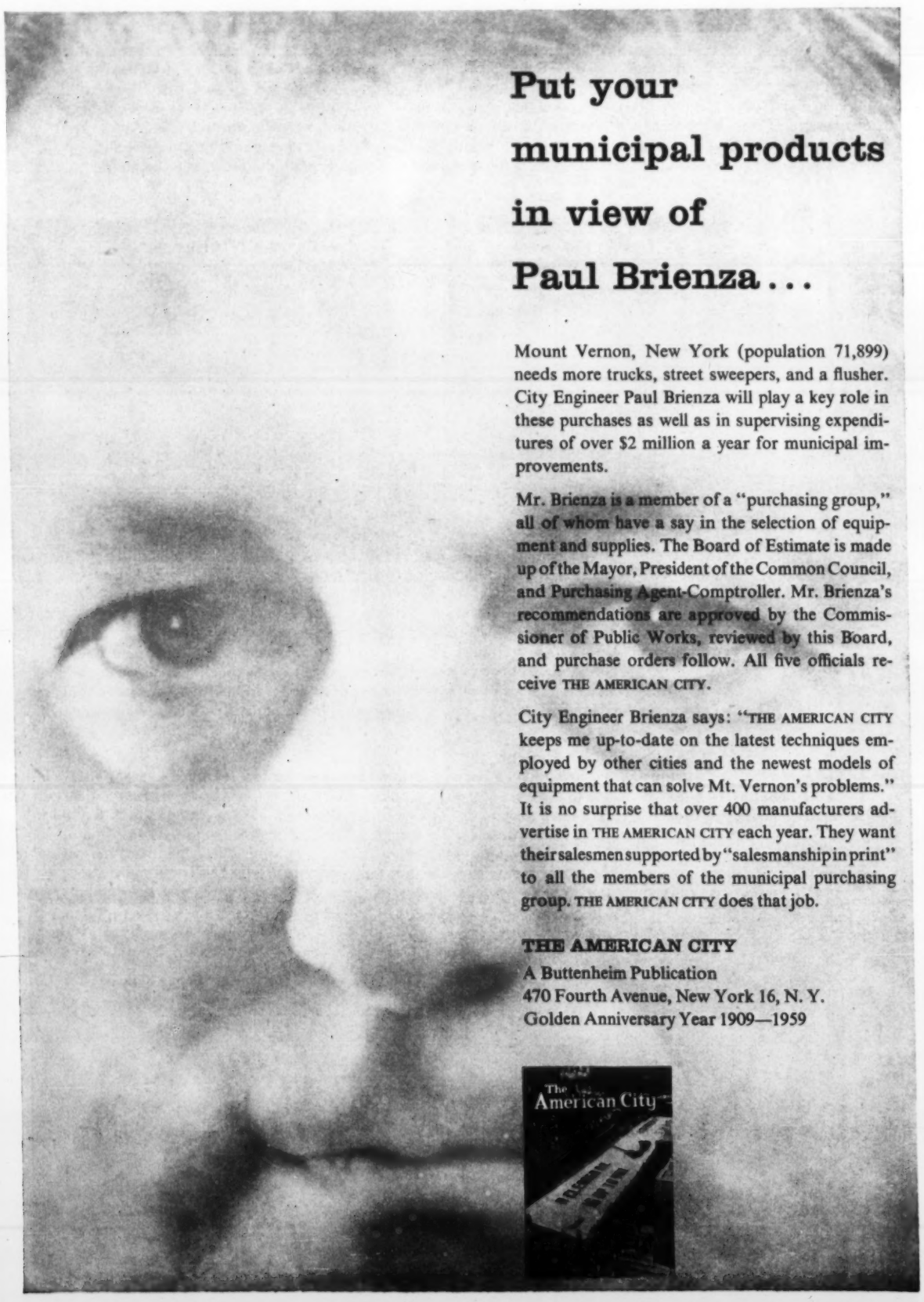
"And why not?" asked James J. Doyle, international president and secretary-treasurer of the union. "After all, Scotland has its scotch; France has its cognac. Why shouldn't the U. S. have a national drink?"

Mr. Doyle has another reason for wanting to increase sales of bourbon around the world. It would help create more jobs for coopers, who make whisky barrels. Federal law prescribes that bonded whisky, including bourbon, must be aged at least four years in new white oak barrels, Mr. Doyle explained.

Mr. Doyle has seen membership of the coopers' union drop from 8,000 to its present 5,000 members in the past 12 years.

■ He attributed most of that decrease to the introduction of steel barrels to replace wooden kegs in the brewing industry.

"Now if bourbon sales increase, we may have a chance to build up again," he declared. #


Put your
municipal products
in view of
Paul Brienza...
Mount Vernon, New York (population 71,899) needs more trucks, street sweepers, and a flusher. City Engineer Paul Brienza will play a key role in these purchases as well as in supervising expenditures of over $2 million a year for municipal improvements.
Mr. Brienza is a member of a "purchasing group," all of whom have a say in the selection of equipment and supplies. The Board of Estimate is made up of the Mayor, President of the Common Council, and Purchasing Agent-Comptroller. Mr. Brienza's recommendations are approved by the Commissioner of Public Works, reviewed by this Board, and purchase orders follow. All five officials receive THE AMERICAN CITY.
City Engineer Brienza says: "THE AMERICAN CITY keeps me up-to-date on the latest techniques employed by other cities and the newest models of equipment that can solve Mt. Vernon's problems." It is no surprise that over 400 manufacturers advertise in THE AMERICAN CITY each year. They want their salesmen supported by "salesmanship in print" to all the members of the municipal purchasing group. THE AMERICAN CITY does that job.
THE AMERICAN CITY
A Buttenheim Publication
470 Fourth Avenue, New York 16, N. Y.
Golden Anniversary Year 1909—1959
The American City

Co-op Advertising Cited in New Pilot Book

The use of advertising on a cooperative basis is cited as one of the major advantages of affiliation with franchising organizations, in a new booklet, "Financial Security & Independence Through Small Business Franchising," published by Pilot Publications, 42 W. 33rd St., New York. The book is described as a practical "how to do it guide" for individuals interested in establishing, owning and operating franchise-type businesses with limited investment and minimum risk. Publication price is $2.

Bishop Uses Magazines, Holds Fashion Show

Hazel Bishop Inc., New York, will use magazines for the first time in several years, as part of its 1959 advertising program. Television and newspapers are also on the schedule. The company says it expects the highest volume of sales and profits in its history for the month of April.

It recently held a fashion show press breakfast, reported to be the first in its history, as part of a program to regain prestige in the cosmetics business.

Ward's Catalog Printing May Go to W. F. Hall

Montgomery Ward & Co., mail order and retail merchandiser, is negotiating with W. F. Hall Printing Co., Chicago, to handle all its catalog printing and binding work. About five printing companies now handle the work, said to cost about $10,000,000 yearly.

...of the two top radio personalities in Chicago

During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. ■ Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. ■ So the Q for QUALITY RADIO IN CHICAGO is now bigger than ever! The two biggest radio personalities in the city are *now* at 670 on Chicago's radio dial. ■ **HOWARD MILLER**, 9:05 to 11:00 a.m., Monday through Friday. **JOHN DOREMUS**, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

Source: Pulse, Nov.-Dec. '58

NBC RADIO IN CHICAGO
SOLD BY NBC SPOT SALES

WMAQ·670

Purchasing Week

MI
MARKETING INFORMATION REPORT

HOW 14 COMPANIES GOT BUYING ACTION

BY ADVERTISING THEIR PRODUCTS IN PURCHASING WEEK

Moore Business Forms, Inc.—
A Purchasing Week Advertiser
"I talked with their salesman regarding designing a new ticket for us. We are interested in changing our delivery and invoicing tickets and combining the two. This company is working it out for us."
—Purchasing Agent
Metals Distributor

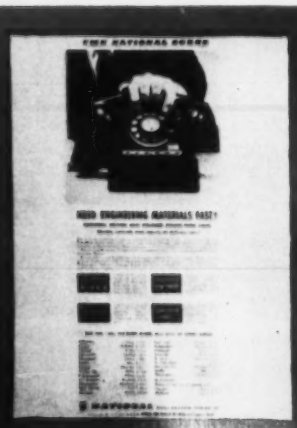
New high capacity V-belt revolutionizes drive design
Makes drives far more compact... cuts cost as much as 20%
Gates Super HC V-Belt Drives

The Gates Rubber Company—
A Purchasing Week Advertiser
"I have written to them. We want to know what sizes this V-belt comes in and what the discount is in quantity lots."
—Purchasing Agent
Mechanical Transmission Mfr.

John A. Roebling's Sons Corporation—
A Purchasing Week Advertiser
"After reading this ad, I mentioned it to their salesman. We buy copper from them. I did not know they made spring steel."
—Purchasing Agent
Industrial Electrical Contractor

Ryerson Steel—
A Purchasing Week Advertiser
"I plan to contact Ryerson within the next two weeks regarding the purchase of steel. I plan to build up my inventory. He makes me feel that there is quantity available."
—Purchasing Agent
Laboratory Eqpt. Mfr.

The Do All Company—
A Purchasing Week Advertiser
"I bought some Do All blades as a result of reading this ad. The other brand we had was constantly causing trouble and this looked like a good thing."
—Purchasing Agent
Rope & Twine Mfr



National Vulcanized Fibre Co.—
A Purchasing Week Advertiser
"We buy between $125,000-$130,000 of this type material and we're always looking for new sources. It looks like we could use some of what they make. I'll get in touch with them."
—Purchasing Agent
Metallic Packing Mfr.

Proto Tools—
A Purchasing Week Advertiser
"I talked this ad over with our shop foreman and we decided to get a couple of them to try."
—Purchasing Agent
Floor Cleaning Machine Mfr.

The Goodyear Tire & Rubber Co.—
A Purchasing Week Advertiser
"As result of reading this ad, I placed an order with Goodyear yesterday."
—Purchasing Agent
Railroad Parts Mfr.

Inland Container Corporation—
A Purchasing Week Advertiser
"We are going into a new packing process. I've written for information and asked for samples of the sizes of containers."
—Purchasing Agent
Tooling & Plastics Mfr.

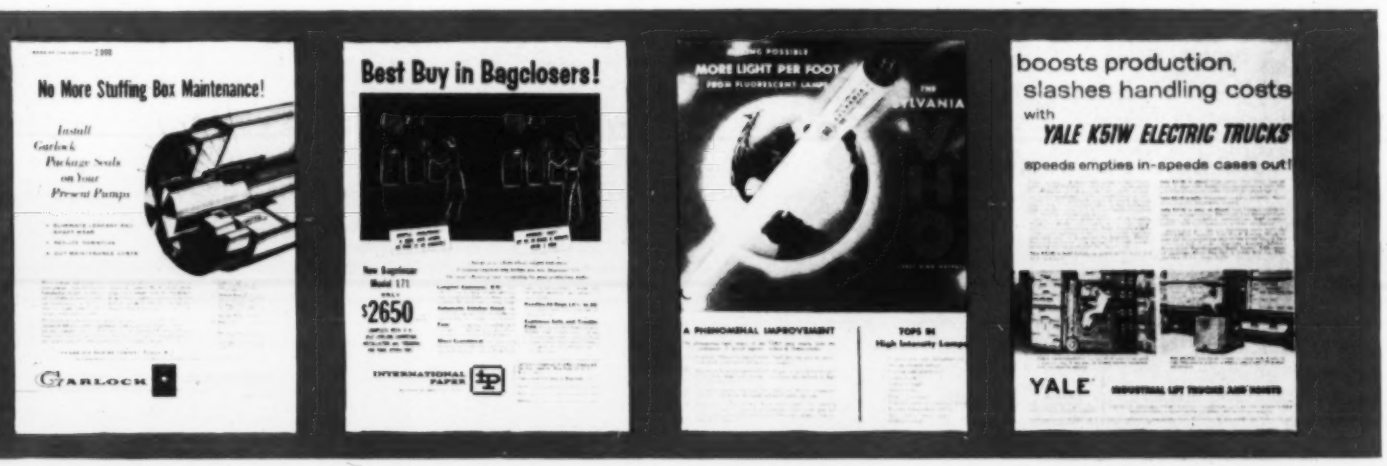
Gulf Oil Corporation—
A Purchasing Week Advertiser
"We have numerous problems pertaining to rust. I read this, contacted the salesman and he already sent me the brochure and I have prices and all other information."
—Secretary
Steel Treating Co.

Did you know that you can run an advertisement as big as this one in Purchasing Week? Just think of the impact that you could make on 25,000 Purchasing Executives

STIMULATING BUYING ACTION through advertising involves, of course, the creation of effective advertisements and placement of those advertisements in the proper media. *And it also requires knowing what the reader did after he read the advertisement.*

PURCHASING WEEK advertisers have had the benefit of reader research ever since the first issue was published. Trained investigators interview representative readers to determine the degree to which ads attracted them. Then they go beyond statistical measurement to learn how effectively the ad message was conveyed to the reader and *what action the reader took as a result of his readership.*

Results of over a thousand of these interviews are now in our files. From them, we have much data on such things as the information needs of the purchasing executive, his buying influence, advertising effectiveness . . . and *buying action.* For example, 14 case histories of definite buying action which resulted from readership of advertising in PURCHASING WEEK are reported below. Here are the advertisements and the readers' comments . . .



The Garlock Packing Company—
A Purchasing Week Advertiser
"I called in a salesman from Garlock and he's working on my problem. They took a specific problem in this ad and solved it for us. It's very helpful."
—Director of Purchasing
Fans & Refrigeration Eqpt. Mfr.

International Paper Company—
A Purchasing Week Advertiser
"We're currently interested in purchasing a bagging machine. I've contacted the International salesman and instructed him to call to go over our packaging problem. However, just from the ad I gained enough information to decide that their machine is suitable for us."
—Purchasing Agent
Heavy Chemicals Mfg. Co.

Sylvania Electric Products, Inc.—
A Purchasing Week Advertiser
"I talked to one of our buyers about our lamp contracts. I suggested that he get proposals from suppliers including Sylvania. It's time for renewal of our lamp contracts. I asked him to get more information on these lamps so we could assess them."
—Vice President in Charge of Purchasing
Candy & Food Products Mfr.

The Yale & Towne Manufacturing Company—
A Purchasing Week Advertiser
"We have a problem—part of our building is quite old. No doubt Yale & Towne could design a truck for us for small doorways. We have written to them to get an idea of the type we should get. Our present equipment is at the stage where we need new equipment."
—Purchasing Agent
Chocolate Mfr.

Would you like to know more about the purchasing executive's information needs . . . his buying influence . . . and how advertising in PURCHASING WEEK gets buying action?

The tremendous fund of marketing information on these subjects which PURCHASING WEEK has accumulated is available to you through your local PURCHASING WEEK representative. He will be glad to show it to you.

As you might expect, he is also prepared to give you complete information on mechanical specifications and rates. Then you, too, will be able to use PURCHASING WEEK—the best buy in the purchasing field—to stimulate buying action.

Purchasing Week
McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

with an advertisement this size in Purchasing Week!

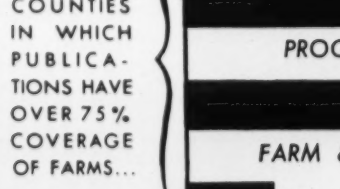
330 WEST 42nd STREET, NEW YORK 36, N.Y.

See Europe Via Renault

Renault Inc. is offering a $2,500 package tour of Europe that includes purchase of a new Dauphine. Under the plan, a tourist pays $2,538 and gets: A new car (the price includes shipment to a U. S. port), roundtrip air fare and a 30-day tour of six countries, including accommodations in first-class hotels. The tourist will travel through Europe in a Renault motorcade.

'N. Y. Tribune' Names Wachob

John F. Wachob, a member of the advertising staff of the *New York Herald Tribune*, will become advertising director of the paper's European edition on June 1. He will succeed Marcel Tallin, who will continue with the European edition in another capacity.



Merchandising Ideas

'Secret Cargo' Full of Gold

• "Secret Cargo," the motion picture story of a treasure hunting expedition off the coast of Florida, is proving to be as good as a chestful of gold for its sponsor, Hiram Walker Inc. The 30-minute color motion and sound film has already won for Hiram Walker the Columbus, O., film festival's "Chris" award, plus a chest full of showing requests from all parts of the world, according to Harold Dols, Hiram Walker merchandising manager. The deluge of requests for showing started, Mr. Dols says, immediately after the first national magazine ad about the picture appeared.

Used as part of a world adventure series for Canadian Club, the ad told the story of scuba diving and illustrated scenes from the film. Buried deep in the copy was an offer to show "Secret Cargo" free on written request. Mr. Dols said Hiram Walker has been commended on the manner in which the "commercial" for Canadian Club is introduced in the film. "Secret Cargo" augments the 1959 Canadian Club ad program, largest in company history, according to Mr. Dols.

Parties Boost Jeno's Pizza

• CK Foods, Duluth, kicked off a promotion for its Jeno's pizza mix and sauce with a pizza party for teen-agers at the Prom Ballroom in St. Paul. The party attracted some 2,000 youngsters who consumed more than 5,000 party-size pizzas. Similar parties are being held in major markets throughout the country to introduce Jeno's pizza mix and sauces.

Theme of the promotion is "Have a Jeno's pizza party with Coke." Supporting the party promotions are 1,500-line two-color newspaper ads with a coupon which offers a carton of Coca-Cola free with purchase of two divider-paks of Jeno's pizza mix. Olmsted & Foley, Minneapolis, is the agency.

PIZZA CHEFS—*James Lee (center), vp of public relations, CK Foods, and John T. Foley, Olmsted & Foley account supervisor, give the kitchen staff a hand in preparing pizzas for the teen-ager party.*

C&O Sows CLIC Seeds

• Chesapeake & Ohio Railway has begun sowing the seeds of an idea among its shippers with a package and an invitation. The communication is a follow-up to advertisements in magazines and business newspapers pegged to the theme "CLIC speeds seeds." CLIC (Car Location Information Center) is C&O's system-wide teletype network for reporting the location of any car in minutes.

Attached to each letter was a package of seeds—celery, carrots, radishes, marigolds or petunias—to dramatize the case history in the ad reprint enclosed. The ad tells the story of a midwestern seed broker who bought a carload of seed and sold it before he got the bill of lading. He appealed to C&O to locate the car, and CLIC did it in a few minutes. Shippers receiving the C&O promotion are invited to fill out and send in a card requesting a CLIC demonstration report on their shipment.

Golden Theme Boosts Show

• The National Sanitary Supply Assn. promoted attendance of its April National Convention & Trade Show in Chicago with a "Golden Opportunity" direct mail campaign. The mailing pieces included postcards, brochures and a program, all printed on 10 pt. gold cover stock. The pieces told member companies that the time spent at the event would be "good as gold," that the "gold rush is on" for reservations and that those attending would get "a lode of business-building ideas."

Checkerboard Tells Move

• To announce its move to the Robinson Bldg. in Philadelphia, Edward Robinson Agency sent out a checkerboard card stating, "It's our move." A plastic "man," when removed, revealed the new address. #

Klemtner Promotes Buechert, Adds Four New Staffers

Robert Buechert has been appointed art director of Paul Klemtner & Co., Newark. Mr. Buechert joined the pharmaceutical advertising agency in 1957 as a designer. The Klemtner agency also announced the addition of three new copywriters and a designer:

Neil Casey Jr., formerly with Ciba Pharmaceutical Products; Arthur Newman, formerly with Shaller-Rubin; Charlote Pfau, a registered nurse; and Joseph Tona (the designer), formerly with Alexander Chaite Studios.

St. Lawrence Marina to Swift

St. Lawrence Seaway Marina Inc., Waddington, N. Y., a new organization, has appointed Thomas P. Swift Associates, New York, to handle advertising and public relations. The Marina, in addition to docking facilities, will engage in boat sales, marine repair and supplies.

D-F-S Names Two

Dr. William Stevens, formerly with Young & Rubicam, has joined Dancer-Fitzgerald-Sample, New York, as an associate research director. D-F-S also has named James Garabrant, manager of print production, a vp.

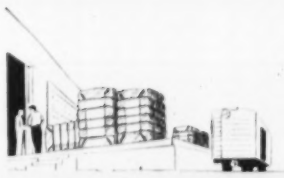
Burdick & Becker Names Two

Burdick & Becker, New York, has appointed Peter Kussi, formerly copy chief of Pfizer Laboratories, group copy chief. Joel Lauber, previously with Chas. Pfizer & Co., has joined Burdick & Becker as an assistant account executive.

SOMEWHERE WEST OF LARAMIE

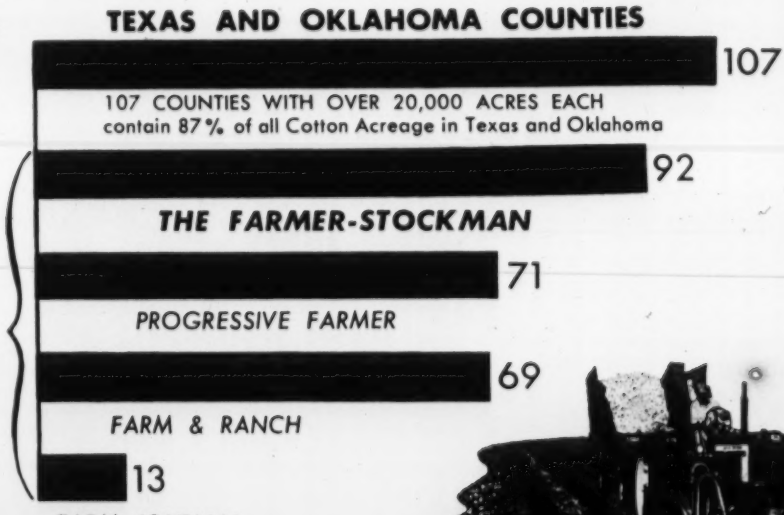
is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 47 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

GREATEST COVERAGE
Where Cotton Counts Most...



NO. 2 OF A SERIES

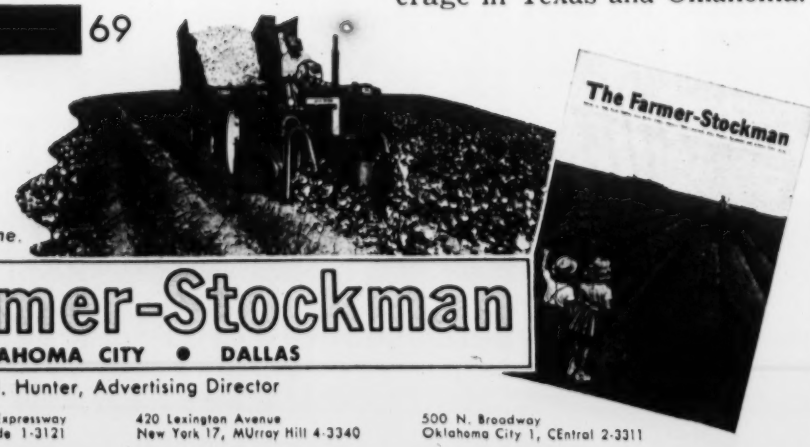
TEXAS AND OKLAHOMA COUNTIES



Send for similar data on other crops, livestock, farm equipment, irrigation, poultry and farm income.

TEXAS AND OKLAHOMA comprise the greatest area for cotton in the nation! Texas alone produces more cotton and cottonseed than the second and third ranking states, Mississippi and California, combined! Texas and Oklahoma produce nearly as much as the second, third and fourth states combined.

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.



436,476 paid subscribers,

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue, Chicago 11, SUperior 7-0145
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

An Address by

MR. ANDREW HEISKELL

Publisher of "Life"

On Friday, April 17th, the Associated Business Publications, at its annual awards luncheon for advertising in merchandising papers, presented a special award to Life Magazine. Present to accept the award was Mr. Andrew Heiskell, publisher of Life. The views expressed by Mr. Heiskell seemed to us so significant, and to have so much meaning for marketing and advertising men all over the nation, that Fairchild Publications is reprinting the statement in full:

"It is an honor to accept this special award in behalf of LIFE Magazine.

"We are proud that our campaigns have attracted this recognition, particularly in an era which has seen business papers emerge as an increasingly strong and vital force in the media field. But we are prouder still that the campaigns have done what they were intended to do: keep the trade informed on what LIFE is doing in any one of several major spheres of interest—whether it be automotive, or drugs, or appliances, or package goods.

"At the risk of taking what southerners call too much 'assumacy,' I might observe that at LIFE we have some working knowledge of communications—of how to get home with a message. And we congratulate you on the sweeping and dynamic changes you have brought to your editorial pages.

"There was a time when most trade journals occupied position number 31 on my weekly reading list. No more. The content of the writing, the vitality of layout and typography; in short, the improvements in the product not only impress me, they have made business papers 'must' reading. Nowhere else can I depend on getting early news of trends and market changes. It's time well spent by everybody at LIFE with direct interest in moving goods.

"From its very beginning, LIFE Magazine set out to build a strong franchise with the trade—all elements of the trade. And business papers have traditionally played a key role in our efforts to win and hold that franchise.

"How well business papers have contributed toward that end is manifest by the fact that LIFE now enjoys a position with the retail and wholesale marketer which—by every measure we've been able to make—is unique in the field.

"In today's battle for the promotion dollar, and for the consumer dollar, we are taking a longer look at all our media purchases. However, business papers which have geared their content and service properly will continue to share in our investment. We value our frachise with the trade. We mean to hold it. And we're counting on effectively operated business papers to help us do it.

"Our use of business papers is based on a philosophy which can never be suspect as a piece of errant philanthropy. We use business papers because they reach the people we want to reach—in an atmosphere of focused interest—at a price which is reasonable.

"LIFE does *no* 'Compliments of a Friend' advertising. We buy no insertions in the name of intramural diplomacy, and we order no space because we have a friend who happens to be such a nice guy that *Hatchery Digest* gets a schedule.

"Our advertising agency numbers among its members a group of operatives whose sense of wild romance in media-buying departed about the same time as spats and the nickel beer.

"They and we ask that the business paper help deliver to us what we consider the very nearest thing in our business to the indispensable man—the man who ends up in the ultimate arena, selling the customer. No brand—no matter how lustrous its name, no matter how stupendous its network show, no matter how majestic its four-color series in LIFE—can get very far without the support of the wholesaler, the retailer, the jobber, the broker, the buyer. They have various titles—but they're all engaged in bridging that final imponderable gap between the available product and the man or woman who buys it and takes it home.

"We regard business papers as a valued component in getting client products—and our own—into the home.

"I say 'component,' and I choose the term with care, for our business paper advertising is only one part—albeit a basic one—of a concept which, for want of a clearer term, I'll call 'Integrated Promotion.'

"Each year, we and our agency work out, and—after brief but healthful scuffling—agree on a *total plan* for our advertising effort. It embraces activity in consumer magazines, newspapers, direct mail, business papers, radio, sometimes even television. It embraces, also, a number of different *kinds* of campaigns—some intended to increase single copy sales, some to get subscriptions, some to add renewals. Other campaigns are established to help us maintain a strong image as an editorial force, and—of course—to help us sell advertising space. A third major category remains—and that is to keep the trade aware of what we're doing, how we're doing, what we're offering, and how well we're producing for our customers.

"With a carefully reasoned plan established we do one additional thing that's fundamental: *we stick to it.* We have projected with some tenacity over the years the idea that consistency in advertising is a virtue which runs a close second only to making a profit. We exhort our clients in the name of consistency. And, having preached, practice it ourselves.

"We have a firm, working faith in the yields of staying with a plan and in operating it long enough to harvest the additional bounty that continuity brings. And that applies as much to our other activities as to business papers.

"If I have dwelled over-long on such elementary aspects as planning and consistency in advertising, it is because, too often, the things which are, or should be, axiomatic get overlooked in the frantic demands of a season or even a day. The competition does something calculated to distress us and we forthwith flirt with a coronary—and lose the capacity to judge long-range consequences of rash acts. Having a plan and staying with it can be a great tranquilizer in parlous times—and the prescription improves in effectiveness year after year.

"If I go on much longer, I'll lose the grace which befits the recipient of such a generous award. But I'd like to make one final observation. If you have looked through this year's award-winning campaigns I think you will conclude, as I have, that there is something wonderful and exciting at work in all categories of business paper advertising these days. And it's this: Every year that passes we see more imagination, more taste, more first-rate creative work—*more efficient selling*—in business campaigns.

"There was a time when the cub writer and the semi-retired layout man worked on business paper campaigns as a penance of youth and of disenchantment, respectively. How different the story is today is visible in virtually any trade journal you pick up. To me, and to LIFE, here is dramatic and inspiring evidence of the growth in effectiveness of your media.

"The bright young man of today and the jaded old-timer can get a fresh, new sense of what they and American business are about by working on business paper campaigns. And the spark throws off a lovely light. Thank you."

FAIRCHILD PUBLICATIONS DAILY NEWS RECORD • HOME FURNISHINGS DAILY • WOMEN'S WEAR DAILY • ELECTRONIC NEWS • FOOTWEAR NEWS • SUPERMARKET NEWS • MEN'S WEAR • FAIRCHILD DIRECTORIES • *7 East 12th Street, New York 3, N. Y.*

DON'T MISS THE BIG PARADE IN MIAMI

Meet the nation's newest "big city." In the last 25 years, Metropolitan Miami has grown from a small seasonal resort community to one of the country's largest year-round retail markets. It is now 13th in size in the nation, third in retail purchases per family and first in buying power! From 1947 to 1957, its retail sales soared 250%. For the last ten years Miami has led the country in the construction of dwelling units per thousand of population.

When the general building decline started in 1957, Miami was the only large metropolitan area to maintain its annual increase. According to the Federal Government's Census of Manufacturing, Metropolitan Miami has now risen to *first place* in rate of growth of manufacturing. More than 2,400 electronics, research, plastics and other firms have located in and around Miami, largely because it draws a huge pool of skilled and professional workers from all over America.

Two other important factors are directly linked with Miami's great future. First is its fabulous climate. Miami can boast more days of real comfort (when the temperature is between 50 and 90) than any other city in the country. Second, Miami is the "Gateway to Latin America." Right now, Miami ships more export goods by air than any other city in the country and can give next-day delivery to almost every Latin American market.

If you want your share of the big boom in Miami, the Miami Herald and Parade will give it to you. Each Sunday they call on nearly 100% of all homes in the area. Each Monday they begin to move goods off dealers' shelves.

How Big is PARADE in Miami?

Per cent of families reached

POST...12% LOOK...15% LIFE...18%

PARADE...95%

(DADE COUNTY)

Represented Nationally by Story, Brooks & Finley

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.

Remington Shops, Then Decides to Stay with Otto

NEW YORK, April 28—Robert Otto & Co. has been given a strong vote of confidence by its client, Remington Rand International, a division of Sperry Rand Corp.

George R. Spahn, advertising manager of the international division, announced this week that Otto will continue to handle international advertising for portable typewriters and office equipment.

The announcement that Remington is satisfied with Otto's service came after the company had listened to numerous presentations by other agencies.

These presentations, Mr. Spahn made clear, were invited by Remington. "We felt that the only way to make sure we were continuing to receive the best agency service for our advertising dollar would be to invite presentations from other agencies," he said.

Remington Rand, a leading international advertiser, has been a client of Otto for 10 years. The company is known for its insistence on strong central control of international programs from New York.

■ The international division moved the electric shaver account out of the Otto shop last year, naming, in a surprise move, Bryan Houston Inc. as its international agency for shavers. This was seen as a move toward decentralization. The Robert Otto offices in Mexico and Argentina continue to handle the shaver account, but in other countries Otto associate agencies were replaced by such shops as London Press Exchange, in Britain; J. Walter Thompson Co., in France, and Young & Rubicam in Germany.

Earlier this year, when Remington began to interview other agencies, Otto submitted its resignation on the portable typewriter account —but it was not accepted, and the agency has now been given a full-confidence go-ahead on the account.

Remington has a big investment in overseas manufacturing facilities. It was largely by virtue of these foreign plants that it wrested from Royal McBee the title, "world's largest manufacturer of typewriters." #

Sarles Named Chairman of Knox Reeves Plans Board

John H. Sarles has been appointed plans board chairman of Knox Reeves Advertising, Minneapolis. Mr. Sarles is a vp and account supervisor on Minneapolis Brewing Co., Minneapolis Gas Co., Pacific Gamble Robinson and General Mills accounts.

Ward Opens Catalog Stores

Three new catalog stores will be opened by Montgomery Ward & Co., Chicago, during April and May. They will be located in Fort Stockton and Perryton, Tex., and Tulsa, Okla.

ALLEZ OOP—*Kellogg is running this ad for Special K, its protein breakfast food, in the May 2 issue of The Saturday Evening Post and the July 7 Look. Leo Burnett Co., Chicago, is the agency.*

Fewer Companies in Auto Service Field, Almanac Reports

DETROIT, April 28—Despite the sharp increase in the number of vehicles now on the nation's roads, the total of independent companies in the automotive and allied fields has decreased 8% in the past seven years, *Automotive News* reports in its 1959 *Almanac*.

There were 616,761 such companies in 1952, the auto trade paper says, while today the figure has dropped to 567,378.

The number of independent garages and repairers declined in this period from 201,340 to 88,671 and the number of new car dealerships declined from 46,014 to 35,559, the *Almanac* reports.

Meanwhile, the gas station total increased from 167,000 in 1952 to 201,000 at present and used car dealerships have increased in number from 36,518 in 1952 to 40,179 now.

■ The 1959 *Almanac*, the 23rd annual edition, carries statistics on auto sales, production, the used car market, car prices, financing and auto safety. A new feature of this year's *Almanac* is a report on the imported car business.

The *Almanac* also carries an "*Automotive News* Family Album" of photos and biographies of more than 1,200 top auto executives, plus a section listing products and personnel of more than 2,000 automotive companies.

Copies of the *Almanac* are available for $2.50 a copy from *Automotive News*, 965 E. Jefferson Ave., Detroit 7. #

Munnecke Named Corporate VP of Field Enterprises

W. C. Munnecke has resigned as vp and business manager of *Chicago Sun-Times* to become vp of the corporate division of Field Enterprises. Leo R. Newcombe, controller of the *Sun-Times*, has taken on additional responsibilities as assistant business manager. Russ Stewart, vp and general manager of the newspaper, said a business manager will not be named immediately.

"Where Mid-America Lives and Buys..."

NOW AMERICA'S *55TH METROPOLITAN MARKET!

*COMBINED METROPOLITAN AREAS, SPRINGFIELD-DECATUR-CHAMPAIGN-URBANA, SERVED GRADE "A" TV ONLY BY WICS AND WCHU. NBC-TV AVAILABILITIES: YOUNG TELEVISION.

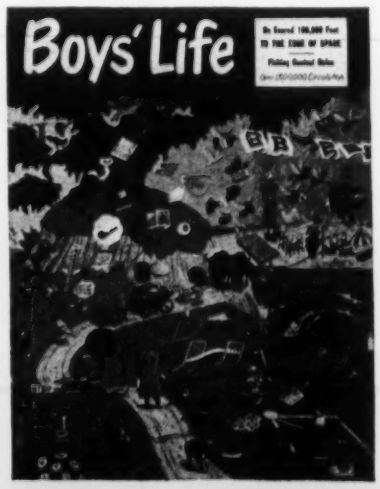
Proof

from the 1959 Starch Consumer Magazine Report

that there's only # One Magazine

to advertise to # Boys

	Boy Readers 10-17	Median Household Income	Home Ownership	Remodeled Home in Last 12 Months	Own One Or More Automobiles
BOYS' LIFE	1st **1,641,000**	1st **$6,306**	1st **79.5%**	1st **17.3%**	1st **93.9%**
Reader's Digest	1,069,000	6,005	71.7	11.8	86.3
Life	922,000	6,241	66.9	11.3	87.0
Look	862,000	5,846	68.6	13.1	88.1
Sat. Eve. Post	577,000	6,137	67.3	12.2	86.9
Pop. Mechanics	389,000	5,813	75.9	14.7	91.3
Pop. Science	322,000	5,966	75.7	17.0	92.2
Mech. Illus.	302,000	5,754	67.9	16.4	92.5
True	194,000	6,108	61.6	12.8	91.2
Argosy	187,000	5,864	62.1	11.5	90.8



YOU not only get more boy readers in BOYS' LIFE, but you get an outstanding market – highest in income, home and automobile ownership of the ten top magazines delivering boy readership.

Time was when you could buy boy circulation in the mass weeklies and get fairly effective coverage. But that time is gone. Today, only BOYS' LIFE gives you the mass boy audience – the very best part of it – at a low, low $3.21 cost per thousand.

BOYS' LIFE delivers your ad message in an editorial setting of specific interest to boys, instead of a dispersed package of general editorial. It makes more sense, too, to advertise to boys in their magazine. It speaks their language. It gets their loyalty.

BOYS' LIFE 1,847,240 NET PAID

The Magazine That Reaches The NEW GENERATION

Published By The Boy Scouts of America

Diamond Gardner Sets Summer Drive for Neet-Heet

Diamond Gardner Corp. has set a summer drive for Neet-Heet charcoal briquets which will include minute participations on "Today" (NBC-TV) for seven weeks beginning in mid-May. Also on the schedule are two-color pages in *Better Homes & Gardens* and *Sunset Magazine* and transit ads in some major metropolitan markets. Doremus & Co., New York, is the agency.

Sindee Productions Formed

Sindee Productions, Los Angeles, tv film producer, has been formed, with a "Pancho Villa" series first to be produced. Principals are Irving H. Levin, Harry L. Mandell, Maurice Duke and Henry F. Ehrlich.

McCann Moves in Detroit

McCann-Erickson, Detroit, has moved to larger offices in the National Bank Bldg.

ONCE-A-YEAR—*Ronson Corp. launches its new Varaflame butane-fueled table lighter with full-page color ads in May issues of House Beautiful, The New Yorker and Sports Illustrated. Norman, Craig & Kummel is the agency.*

Restaurant Chains, Detergents Hike Use of Spot TV, Says TvB

NEW YORK, April 28—Restaurant chains poured an unprecedented amount into spot tv advertising last year, spending an estimated $359,600 for gross time charges, a 9% increase over the 1957 expenditure of $331,150, according to the Television Bureau of Advertising. The 1958 figure represents a jump of 63% over the amount spent in 1956, the first year such figures were available.

Of the total spot tv time bought by restaurants in 1958, 45% represented prime evening hours, while daytime amounted to 38%. The remainder of the schedule consisted of late nighttime hours.

Top spenders among the restaurant groups in 1958 (spending more than $50,000 in spot tv) were Frisch Big Boy drive-ins ($203,120); Hot Shoppes ($78,790) and Howard Johnson restaurants ($55,270). The latter allocated $33,373 to network tv last year.

A study of restaurant activity in spot tv in 11 major cities during the fourth quarter of 1958 showed a total of 57 restaurants using the medium. This was about three times the number of restaurants in spot tv in the comparable period in 1957.

■ Another product classification which greatly increased its spot tv outlay in 1958 consisted of "all-purpose" liquid detergents, with the top six spending $14,600,000, a walloping 232% increase over 1957, TvB reported. (These are gross time figures.)

Heading the list was Adell Chemical's Lestoil, putting almost its entire budget into spot tv, with a $12,300,000 expenditure, compared to $4,100,000 the previous year.

Other leading spenders among the detergent marketers were Lever Bros.' Handy Andy, at $740,000; Texize detergent, $645,000 (a boost of 365% over 1957); Procter & Gamble's Mr. Clean, $421,300; Colgate's Genie, $319,800; and Barcolene, $114,000.

Lestoil, top single product in tv advertising in 1958, saw its sales mark reach $35,000,000, although it does not yet have national distribution. Lestoil's 1958 budget represented a 200% increase over its gross billings of $4,100,000 for 1957. In 1954, Lestoil started its tv career with a $10,000 budget. #

Dudgeon, Taylor Names Binns

William H. Binns has joined Dudgeon, Taylor & Bruske, Detroit, as vp of creative services. He formerly was advertising manager of the tractor and implement division of Ford Motor Co.

Cochran Joins Market Facts

Betty Cochran, formerly an associate editor of ADVERTISING AGE, Chicago, has been appointed to the new post of public relations director of Market Facts Inc., Chicago.

SAY AH—*This self-dispensing Hibitane display was designed by Stoessel Studio for Ayerst Laboratories and its agency, Paul Klemptner Co.*

'Inquirer,' Ayer Adwomen Are Double Winners in Contest

PHILADELPHIA, April 28—Prizes were awarded in nine classifications in the Philadelphia Club of Advertising Women's fifth annual "Women in Advertising Exhibit" at the Poor Richard Club this month.

Classifications and winners:

Copy: Janet Hilferty, Philadelphia Inquirer, first place; Betty Cogger, Bell Telephone Co., honorable mention.

Art and photography: Terry Oakley, N. W. Ayer & Son, first place; Gloria Waterfield, American Baptist Publications Society, honorable mention.

Radio script: Margaret Mary Kearney, WCAU, first place; Joan Williams, N. W. Ayer, honorable mention.

Television script: Miss Williams, first place; Eleanor Lauer, Erwin Wasey, Ruthrauff & Ryan, honorable mention.

Direct mail campaign: Janet Sternberger, Inquirer, first place; Mary Wallis, Ayer, honorable mention.

Publicity campaign: Enid Smallwood, Scott Paper Co., first place.

Public relations campaign: Janet Yeager, Neville & Ronald, first place.

Sales promotion campaign: Lydia Tereshenko, Scott Paper Co., first place; Ruth Henkels, Holiday, and Jerry Simboli, free lance, honorable mention.

Creative direction: Laura Perry, Lee Ramsdell Agency, first place; Anne Isaacs, free lance, honorable mention.

'Berea News' Names Church

John A. Church has been named display advertising manager of the *News*, Berea, O. Mr. Church, who formerly was advertising manager of the *Chagrin Valley Herald*, succeeds John T. McDermott, who has been named associate editor of *Great Lakes & Inland Waterways*, trade publication.

Bulova Watch Boosts Smith

Allen Smith, formerly art supervisor of Bulova Watch Co., Flushing, N. Y., has been promoted to special products advertising manager.

Drinks Inc. Sets Drive

Drinks Inc., Wheeling, W. Va., has launched a spot tv campaign using mainly live minutes on children's shows for Nufizz, its instant carbonated beverage. The markets include New York, New Haven, Providence, Portland, Me., Boston, Syracuse, Albany, Rochester, Buffalo, Atlanta, Chicago and Los Angeles. Charles W. Hoyt Co. recently took over advertising for Drinks Inc. when it was purchased by a Hoyt account, Mail Pouch Tobacco Co.

Chait Adds Three Accounts

Lawrence G. Chait & Co., New York, direct mail advertising service organization, has added three midwestern clients. They are Continental Products Inc., Chicago, catalog house; James G. Fast Co., Chicago, mail order distributor of uniforms and professional apparel; and Jack Winter Inc., Milwaukee, manufacturer of women's slacks and shorts.

Picture Q*

*What's your WOODquotient?

More WOOD-AM personalities make regular public appearances than those on any other local station. How many do? 5, 8, 10
(8 do regularly — but they're all available)

How much dough did WOODlisteners blow on retail sales in 1958? $1,260,000,000, $940,000,000, $1,780,000,000
(WOODland is rich territory, man: $1,784,122,000)*

WOOD-AM's primary signal is one of the most powerful in Western Michigan. It reaches how many households? 155,000, 351,000, 441,000
(111,000 — not including the 1,000 without radios)*

What's "radio-active" mean in Grand Rapids? hot isotopes — busy announcers — resultful programming
(It stands for WOOD-AM's skilled programming of music, news and sports that keeps listeners moving and buying — and announcers busy, too)

*Source: 1958 SRDS Data

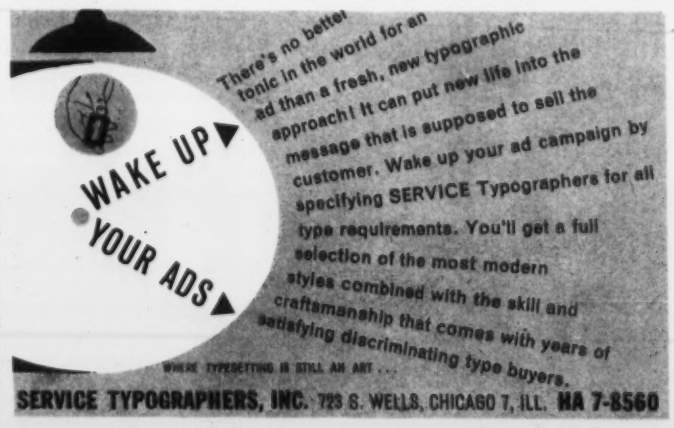
How to rate your WOODquotient:

0 right — You're still listening for H. V. Kaltenborn
1-2 right — Almost as bad as a warm martini
3 right — Man, you're "radio-active", too
4 right — You must have peeked!

WOOD-AM is first — morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids — 5 county area

WOOD-TV is first — morning, noon, night, Monday through Sunday
February '59 ARB Grand Rapids

WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.


WAKE UP
YOUR ADS
There's no better tonic in the world for an ad than a fresh, new typographic approach! It can put new life into the message that is supposed to sell the customer. Wake up your ad campaign by specifying SERVICE Typographers for all type requirements. You'll get a full selection of the most modern styles combined with the skill and craftsmanship that comes with years of satisfying discriminating type buyers.
WHERE TYPESETTING IS STILL AN ART . . .
SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8560

There are 6 French-speaking Farm Markets in Canada and only

La FERME covers all six!

In addition to its extensive coverage of the Province of Quebec French farm market, La FERME also covers the important fast-developing French-speaking farm areas in New Brunswick, Ontario, Manitoba, Saskatchewan and Alberta. The French-speaking farmer and his family in these prosperous areas look to La FERME for news from 'home,' authoritative articles on agriculture and items of interest to the homemaker . . . all in their mother tongue. The most effective, economical way to sell these French-speaking families is through La FERME . . . the **one medium** that will deliver your message to all six markets!

The readership trend is definitely to La FERME . . . over 50,000 (ABC) circulation increase since 1954 compared to less than 4,000 by second publication in same period.

Guaranteed Circulation
175,000
Obtained through direct mail—no agents —no newsstand sales—no arrears.

Still only $1.60 per line

Ask about La FERME'S plan combining magazine and direct mail advertising.

TRANSLATIONS of catalogues, folders, booklets, etc., and technical agricultural copy done for advertisers by La FERME experts at special rates. Ask for quotations.

La FERME
Robert Raynauld, B.A., M. S. A.
Editor-Publisher
909 Mount Royal Ave., E. MONTREAL, CANADA
Phone: LAfontaine 6-3327

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

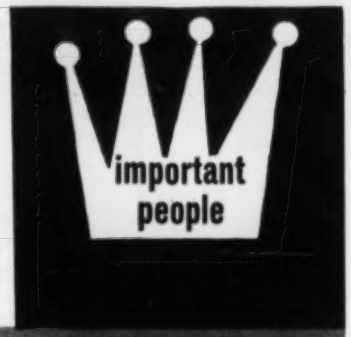
NOW OVER 4,700,000 COPIES MONTHLY

IF "business farmers" are important to you, then be assured KANSAS FARMER subscribers are IMPORTANT PEOPLE.

KANSAS FARMER is the only farm magazine with a serious, practical and complete approach to current Kansas farm operational problems.

Here is a "Buying-Climate" magazine that sells your product to serious farmers . . . Important People."

State Farm Paper for Kansas



modern editorial support pre-sells merchandise

KANSAS FARMER

Capper Publications, Inc. Topeka, Kansas

E. J. Baker Sr., 97, Veteran Farm Paper Publisher, Is Dead

MONROE, WIS., April 28—Elmer J. Baker Sr., 97, a pioneer in the farm paper field and a publisher for 66 years, died April 6 in St. Clare Hospital after a long illness. He had been hospitalized since November.

Born in Buchanan County, Ia., Mr. Baker attended the University of Illinois for one year before going to work in his father's printing plant in Chicago. In 1884, he bought *Farm Implement*, a monthly farm publication, from George W. Collings.

In April, 1885, Mr. Baker went into business with C. W. Marsh and A. M. Leslie and the name of the publication was changed to *Farm Implement News*. Mr. Baker served as the active publisher of the magazine until 1950, when he sold his interest to his son, E. J. Baker Jr., and retired.

Mr. Baker was an honorary member of the Farm Equipment Institute, and served as secretary-treasurer for many years of the old Chicago Press Club. He had been living in Warren, Ill., since his retirement.

Survivors include a son, E. J. Baker Jr., who sold *Farm Implement News* last year (AA, March 24, '58) to *Implement & Tractor*, and is currently a senior contributing editor of *Implement & Tractor;* and a grandson, Paul Baker, a vp of the Biddle Co., Bloomington, Ill.

ERNEST DONOHUE

NEW YORK, April 28—Ernest Donohue, 61, head of production, Batten, Barton, Durstine & Osborn, died of a heart attack April 24 in his office.

Mr. Donohue joined Barton, Durstine & Osborn, predecessor agency, in August, 1919, and had served continuously with the agency since then. He was responsible for all production. Recently he had been made senior consultant to the production department, a new post that relieved him of day-to-day detailed responsibility.

During World War I, Mr. Donohue served in the Navy. He was a member of the committee on technical production of the American Assn. of Advertising Agencies. He was also a former president of the Production Men's Club of New York.

WALTER McMILLAN

WINSTON-SALEM, N.C., April 28—Walter C. McMillan, 76, retired advertising manager of Butterick Publishing Co., New York, died at a hospital here April 24 after a short illness.

During World War I, Mr. McMillan was eastern public relations manager of the American Red Cross. After the war he established his own advertising agency in New York and was a pioneer in helping to develop color advertising in magazines. Later, he became advertising manager of the Butterick publications and subsequently was an advertising consultant to *Look*. He retired in 1944.

Stauffer to Run 16-Page Insert in 'McCall's'

Stauffer Reducing Inc., Los Angeles, will launch an advertising campaign for two new products—an electrically-powered Magic Cradle and an Executive Lounge—in the July issue of *McCall's*. Stauffer will run a b&w spread plus a 16-page four-color booklet insert featuring the two new products and two other Stauffer health couches in that issue of the magazine. Foote, Cone & Belding, Los Angeles, is the agency.

Mrs. America on CBS-TV

The national finals of the "Mrs. America Contest," originating in Fort Lauderdale, Fla., will be carried on CBS-TV June 20, 11:15 p.m. to 12:15 a.m., EDT, under the sponsorship of Johns-Manville Corp. (J. Walter Thompson), RCA Whirlpool Corp. (Kenyon & Eckhardt) and Culligan Inc. (Alex T. Franz Inc.). The program will feature the various homemaking events conducted at the contest as well as the crowning of the new Mrs. America.

Martin Named Publisher

William R. Martin, for the past eight years general manager of the *Bulletin*, Martinsville, Va., has been named publisher of the newspaper, succeeding Robert H. Haskell Jr.

Whittern Joins Rominger

Ollie D. Whittern, formerly assistant ad manager of a Dallas-based insurance company, has joined Rominger Advertising, Dallas, as an account executive.

Champion's NO. 20 *—world's largest fine paper machine—steps up production of the grades our customers want*

SETTING THE PACE IN PAPERMAKING . . .

Last month, the world's largest machine for the manufacture of fine paper went into full-scale production at Champion's Canton (N.C.) mill. Its tremendous output will enable Champion to serve its customers more efficiently with the paper they want—exactly when and where they want it.

This king-sized papermaker can turn out a 20-foot-wide web of paper, 545 miles long, every 24 hours. It is the most recent example of Champion's modern facilities. Eight years in the planning, No. 20 is an investment that reflects the confidence of Champion in the growth of American business and industry.

THE CHAMPION PAPER AND FIBRE COMPANY

HAMILTON, OHIO • MILLS AT HAMILTON, OHIO; CANTON, N. C.; AND PASADENA, TEXAS

WITH NBC RADIO'S 35-DAY SPECTACULAR, A RECORD SUMMER IS IN THE BAG!

Ready for you now—NBC Radio's giant Food-Selling Spectacular—the campaign that will net your product top billing on America's shopping list!

For 35 consecutive days—June 15 through July 19—the NBC Radio Network and its more-than-200 affiliates will ring variations on one big theme, "Summertime Is Outdoor Eating Time." An exciting full-hour show, FOOD-A-RAMA, featuring NBC's brightest stars, launches the campaign with a bang. Then, 5 straight weeks—morning, noon and night—of concentrated editorial support. Everything from suggested menus to recipes, from helpful outdoor eating hints to Famous Personalities' Favorite Dishes, *plus a minimum of 40 editorial announcements per week!*

And there's more! There's NBC's powerful National-Local Merchandising Plan, to give you additional support at the vital point of sales. Everything from dealer tie-in commercials to special supermarket sales displays!

What a climate for your advertising! What an opportunity to make every announcement go further, get *bigger* results! And with NBC Radio's Engineered Circulation to bring your message home to Mrs. America just before she goes out shopping, summer selling becomes a breeze.

Tie-in right now. With NBC Radio's fast, flexible service you can be on the air almost overnight. For the complete story, telephone or wire your NBC Radio representative today!

NBC RADIO NETWORK

Sports Net Names Bozarth

Jack D. Bozarth has joined the tv sales and planning department of Sports Network, New York. He formerly was an account executive at N. W. Ayer & Son, Philadelphia.

Two N. Y. Engravers Merge

Master Photo Engraving Corp. and Eagle Photo Engraving Corp., New York, have merged to form the Master-Eagle Photo Engraving Corp., 40 W. 25th St., New York.

'Rudder' Names Agency

Rudder, New York, has appointed Wunderman, Ricotta & Kline, New York, to handle its advertising.

PHOTOSTAT USERS!!!

Cut your costs 70%
with exclusive Magi-Copy Process

Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.

MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

How Heavily Product Is Advertised Doesn't Affect Retailer; Mark-up Does, Says Rabb

NEW YORK, April 28—"The manufacturer who still believes that all that is necessary is to have a good product and advertise it well—regardless of what the distributor thinks—is clinging to obsolete notions," in the view of Norman S. Rabb, vp of Stop & Shop Inc., Boston supermarket chain.

Speaking to the monthly luncheon of the American Marketing Assn. last week, Mr. Rabb outlined some of his company's experiences with unprofitable advertised brands for which private labels were successfully substituted.

"The distributor must have sufficient mark-up to survive," he commented. "When he cannot get the necessary mark-up on advertised brands, he turns to private labels and to those advertised brands that show him adequate margin."

Mr. Rabb was one of two speakers at the luncheon. The other was Richard G. Zimmerman, publisher of *Super Market Merchandising*, who said it is the retailer—not massive doses of consumer advertising—which can make or break a grocery product.

■ Mr. Rabb said his supermarket operation now carries about 225 items under private label out of a total of about 5,000, counting each size as a separate item. He described some of the store's experiences:

• "Dissatisfied with a manufacturer's tactics," Stop & Shop introduced a two-for-41¢ private label to compete with the best known item in its field, retailing at 27¢. The S&S mark-up was 26.2%, compared with 16.5% on the advertised brand. Case movement in dozens went from 28,155 to 103,998 last year, during which time the advertised brand went from 19,632 to 27,282.

• To "one of the best known advertised brands in the country," selling at 93¢ with a 13.7% mark-up, S&S added its private label item, selling at 79¢, with 27.1% mark-up. Case movement in dozens has gone from 2,934 in 1956 to 9,414 last year for the private label, while the advertised brand has gone from 3,091 to 3,381.

• A "strong monopolizer" in its field, an advertised brand retailing at 61¢ with a 17% mark-up, was supplemented with an S&S private label retailing at 49¢, with a 25.2% mark-up. Movement in dozens of the advertised brand went from 7,155 dozens in 1956 to 11,059 last year, while the private label went from 3,307 to 8,925 in the same period.

• The "two best advertised brands" in one field both sell at 41¢; both provide a 12% mark-up. S&S added its private label, selling at 29¢ with a 34% mark-up. In a 32-week period last year, the advertised brands sold 11,976 and 11,390 dozens, while the private label sold 8,680 dozens.

• In the liquid detergents field, during the first nine weeks of 1959, Stop & Shop sold a total of 5,580 cases of "the four best-selling advertising brands," for a total retail of $51,843 on eight items, with a 12% average mark-up and a total profit of $6,525. During the same period, three items of Stop & Shop brand totaled 7,986 cases, with a total retail of $51,780. The average mark-up was 37%, and the total profit was $19,195.

Ahoy! The chance of a lifetime from Betty Crocker Pie Crust Mix and Sunkist Fresh Lemons!
FREE FOOD FOR LIFE!
You can win $25 a week to get food money every week of your life in this Mystery Lemon Pie Contest
Mystery Lemon Pie
Betty Crocker. Sunkist

FOOD FOR LIFE—*General Mills and Sunkist Growers are co-sponsoring this contest to name a lemon pie. Winner gets $25 a week for life. Promotion was launched with an ad in the April 18 issue of The Saturday Evening Post and three insertions in 88 newspapers in mid-April, April 27 and May 11. Batten, Barton, Durstine & Osborn placed the ad.*

■ "These examples are typical of what is happening on the majority of our private labels," Mr. Rabb said. The advertised items cited here are among the best known, widely advertised items sold in food stores.

"Since in practically every instance our mark-up on the advertised items is less than our cost of doing business, is it any wonder that we turn to the private label?"

Besides the desire for a better profit margin, as illustrated above, Mr. Rabb gave three other aims influencing the stocking of private brands.

1. To meet national chain competition.

2. To give the consumer a saving by offering her comparable quality at a lower price than the advertised brand.

3. To develop customer loyalty to the store.

"Since two-thirds of the customers patronize more than one supermarket, an effective private label program can be an important tool in acquiring customer loyalty for a market."

■ Reiterating his statement that a distributor who cannot get necessary mark-up on advertised brands "turns to private labels and to those advertised brands that show him an adequate margin," Mr. Rabb pointed to bread as "a classic example." For years, he said, retailers made a 20% mark-up on advertised brands.

Today, "at the highest retail price in our history, 22¢, we pay 18.5¢. This gives us a mark-up of 15.9%," he said.

"On our private brand bread, which we bake ourselves and which equals the best advertised brand in quality, our retail for the same size loaf is 17¢. We allow our stores 23% profit, or 3.91¢ per loaf, versus 3.5¢ per loaf on the advertised brands," he said. "The customer enjoys the 5¢ savings.

"On what basis can the baker of advertised breads ask us to promote his bread?

■ "The sales pitch to the buyer about quality, advertising power and profits from low mark-up and turnover now fails to impress. A manufacturer's attitude and policies regarding the distributor's profit helps to determine to a great extent the activity of the distributor on private labels in that particular field," he commented.

To illustrate what a manufacturer who concerns himself with the distributor's problems can accomplish, Mr. Rabb cited the case of three widely advertised toilet soaps. The No. 1 and No. 2 sellers sell at two for 27¢, with an 8% mark-up. [S&S' own] Item A has the same retail price, but with a 17% mark-up.

Sales of the No. 1 and No. 2 brands went from 5,315 and 2,801 cases, respectively, in 1957 to 4,948 and 2,256 cases in 1958. Item A sales went from 1,712 cases in 1957 to 3,420 cases last year.

■ Mr. Rabb urged manufacturers to reappraise their promotional and cooperative advertising efforts as well.

"Private labels and advertised brands can be sold successfully side by side," Mr. Rabb contended, providing there is mutual regard for each other's problems by the manufacturer and distributor.

■ Mr. Zimmerman told the group that "in the struggle between national and private brands, the large corporate chains, with rare exceptions, have become too clearly committed to their own controlled brands.

"The manufacturer's battleground will probably narrow down to the medium-size and smaller chain organizations. What he accomplishes among this group may ultimately determine the success or failure of the fight for national brands."

Mr. Zimmerman pointed to a recent *Super Market Merchandising* survey which found that "organizations controlling 59% of the stores said they would have more private label items; 37% said they would continue with approximately the same size, while less than 3% said they would cut back their number.

"We can only gather from this that if the road is rough right now, the manufacturer will be facing even rougher times in years to come," he said. #

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM RADIO original NBC affiliates — The World's First Radio Station
WWJ-TV — Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

MR. MANUFACTURER:

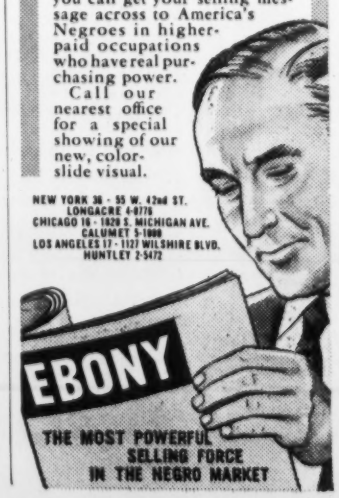
Is your competition selling to the Negro?

They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.

Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.

Call our nearest office for a special showing of our new, color-slide visual.

NEW YORK 36 - 35 W. 42nd ST. LONGACRE 4-0776
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472



'Missile Design' Names Two

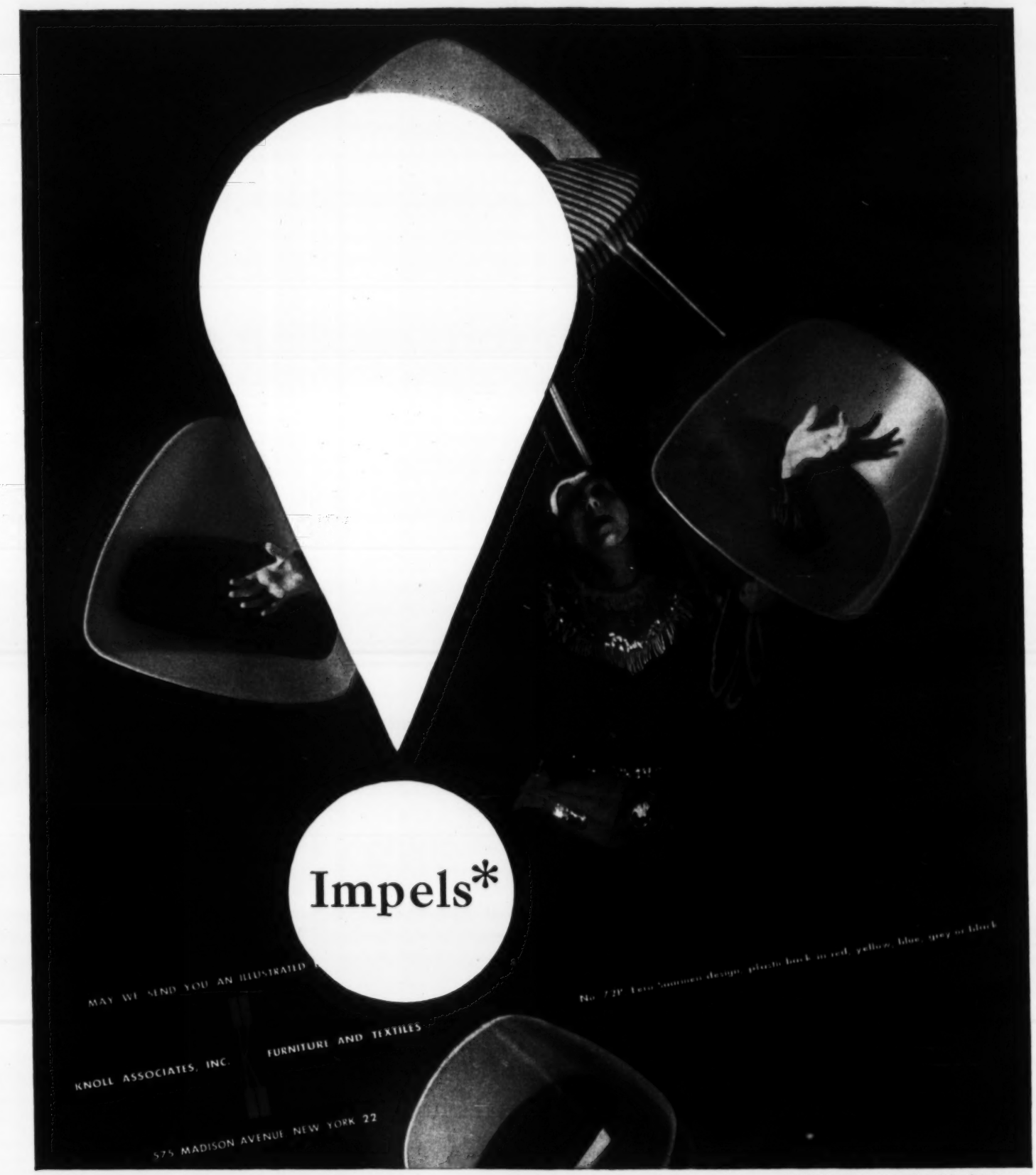
H. Douglas Robinson, formerly regional manager of Yorke Publishing Co., and before that eastern manager of *Modern Materials Handling*, has been appointed eastern manager of *Missile Design & Development*, New York, a new position. Erik Bergaust, who resigned in February as editor of *Missiles & Rockets*, has joined *Missile Design* as director of its new Washington office at 723 Albee Bldg.

Printers Elect Perrusi

Anthony Perrusi, vp of Advertising Agencies Service Co., New York, and vp of the Advertising Typographers of America, has been elected president of the Printers League section of New York Employing Printers Assn. The league is the collective bargaining group for New York printers holding contracts with seven printing industry trade unions.

Two Publications Join NBP

Agrichemical West, published by Western States Publications, San Francisco, and *Business/Commercial Aviation*, published by Conover-Mast Publications, New York, have become members of National Business Publications, Washington.



Knoll Associates advertisement prepared by The Zlowe Company

* "The influence of this New Yorker campaign is strongly felt in every Knoll showroom throughout the United States . . ."

Florence S. Knoll *President, Knoll Associates, Inc.*

THE NEW YORKER MAGAZINE

Jacobs, Vladimir, Others Honored by U. of Missouri

COLUMBIA, Mo., April 30—Morris E. Jacobs, president of Bozell & Jacobs, Omaha, and Irwin A. Vladimir, chairman of the board of Gotham-Vladimir Advertising, New York, are among ten alumni to receive the Missouri Honor Awards for Distinguished Service by the University of Missouri school of journalism this year.

Others to be honored are John W. Colt, managing editor of the *Kansas City Star;* Millard Cope, president and publisher of the *News-Messenger,* Marshall, Tex.; Henry La Cossitt, New York, free-lance writer; George R. Lamade, Williamsport, Pa., president and general manager of *Grit;* Elmer Lower, director of operations, Columbia Broadcasting System news, New York; Everett Norlander, managing editor, *Chicago Daily News;* Dorothy Roe, women's editor of the Associated Press, New York; and Lewis W. Roop, editor and publisher of the *Press,* De Soto, Mo., and the *Republic,* Jefferson, Mo.

■ This is the first time since the awards were established in 1930 that they are confined to alumni of the school of journalism. It will also be the largest number of awards ever given in one year. Both of these deviations from custom are in honor of the school's 50th anniversary. The awards will be presented on campus May 8 during Journalism Week, which climaxes the anniversary celebration of the world's first school of journalism. #

National Car Rental Sets $1,000,000 Ad Budget

National Car Rental System, St. Louis, said it will spend more than $1,000,000 in national, regional and local advertising during 1959. National advertising will be primarily in business publications, including *Fortune, Newsweek, U. S. News & World Report* and the *Wall Street Journal.* Newspapers, radio, tv and direct mail will be used chiefly in local and regional campaigns. Gardner Advertising Co., St. Louis, is the agency.

Keystone Adds 15 Stations

Keystone Broadcasting System has added 15 stations to its chain of affiliated stations throughout the country, bringing the total to 1,069. They are KAOL, Carrollton, Mo.; KCRE, Crescent City, Cal.; KCUL, Fort Worth-Dallas; KENL, Arcata, Cal.; KMOP, Tucson; KONI, Phoenix; WBIE, Marietta, Ga.; WBKV, West Bend, Wis.; WBLY, Springfield, O.; WGML, Hinesville, Ga., and WKRK, Murphy, N. C. Four Alaskan stations with which Keystone recently affiliated are KIBH, Seward; KIFW, Sitka; KINY, Juneau, and KLAM, Cordova.

AD-ventures Adds Six

AD-ventures Inc., Portland, Me., has added six new resort and travel accounts. They are Old Orchard Beach, Me.; Sebago-Long Lakes Region Assn.; Rangeley Lakes Chamber of Commerce; Saddleback Lake Lodge, Squirrel Island Inn, and Sky Lodge.

Robotham Agency Moves

Edward W. Robotham Co. has moved its headquarters from Hartford to 21 Bridge Sq., Westport. The agency also moved its Hartford location to 740 Asylum Ave. William S. Robotham, vp and secretary, will be in charge of the relocated Hartford office.

Brownfield Opens Own Agency

Walt Brownfield & Associates, a new Dallas agency, has opened its headquarters at 814 Exchange Bank Bldg. The agency is headed by Walt Brownfield, formerly an account executive with Bloom Agency, Dallas. Joanne Jones Melton, formerly copy chief of Bloom, is senior account executive and creative director of the new agency.

Consumer Center Opens

Walker Research Service, Indianapolis, has opened a new consumer center to test food, appliances and related products. Facilities include a kitchen, auditorium, lounge and outdoor cooking facilities.

Levenstein Promoted

Philip Levenstein, formerly special projects director, has been appointed assistant director of the National Total-Market Audit service of Audits & Surveys Co., New York.

A BUD IN THE HAND—*This outdoor poster will be used in Budweiser's repeat of its successful Pick a Pair promotion of 1958. Outdoor postings and radio-tv spots break the last week of May. Full-color page will run in the June 1 Life followed by pages in American Weekly, Ebony, Holiday, Look, Newsweek, Parade, Sports Illustrated and Time. D'Arcy Advertising Co. is the agency.*

Contempt Action Against 'Sun,' WJZ-TV Dismissed

Contempt of court action against the A. S. Abell Co., publisher of the *Baltimore Sun,* and the Westinghouse Broadcasting Co., owner of WJZ-TV, Baltimore, have been dismissed in criminal court by the same three judges who originally issued the citations Feb. 27.

In their dismissal order, the judges pointed out that the *Sun* and WJZ-TV, who were accused of violating the no-photograph rule of the supreme bench, disclaimed any intention of illegal action since the photographs in question were taken in the press room.

Early Affiliates with SCI

Early Co., San Francisco, has been named northern California representative for Sales Communication Inc., an affiliate of McCann-Erickson.

More advertisers find it pays to sell the owner-executive

Because Nation's Business' broad coverage of business and industry reaches more owner-executives in more firms in more fields, a constantly increasing number of advertisers are using this all-business magazine to make more contacts than otherwise possible . . . to make salesmen's time more productive . . . to produce sales leads . . . to expand their share of the market.

Georgia Power Company, for example, is reaching top-level managers who can influence decisions to move a plant or build a branch. They tell and sell the advantages of Georgia to decision-making executives in a campaign in Nation's Business.

In every classification of advertising to business and industry, blue-chip advertisers and their agencies are expanding their sales-building coverage in Nation's Business. It will pay you, as it is paying them, to sell the men who must be sold—the owner-executives . . . the men who have the final say . . . who want to know how and why your product or service is good for their business. Tell them your story, now, in Nation's Business!

Advertisers looking for bigger sales in the owner-executive market give Nation's Business 16.8% increase in first quarter

	ADVERTISING PAGES	
	Jan.-Mar. 1959 vs. Jan.-Mar. 1958	
NATION'S BUSINESS	+21 pages	+16.8%
U.S. News & World Report	−21 pages	− 3.3%
Newsweek	−31 pages	− 4.4%
Time	−43 pages	− 5.8%
Business Week	−76 pages	− 6.8%
Fortune	−65 pages	−13.7%

28 NEW ADVERTISERS These important companies are among the 28 new advertisers now selling the broad, profitable owner-executive market in Nation's Business

Du Pont Industrial Fibres Division
General Electric Institutional Division
International Business Machines, Data Processing Division
American Motors, Rambler Fleet Sales
Marchant Division, Smith-Corona-Marchant, Inc.
Pacific Northern Airlines
Dictaphone Corporation
Hertz Rental System
Ray-O-Lite Corporation of America
Lennox Industries
Pinkerton's National Detective Agency
Stromberg-Carlson Co., Commercial Sound Division

100 Sign for Repeat Performance at AA Summer Creative Workshop

CHICAGO, April 29—More than 100 participants in the Creative Workshop conducted by ADVERTISING AGE last year have already signed up for participation in the 1959 workshop, to be held Aug. 5-8.

Because the workshop was "sold out" last year, and many last-minute registrations could not be accepted, it was decided that those who registered last year, plus those who attempted to register but could not, would be given advance opportunity to sign up for this year's workshop.

As a result, more than 100 persons who participated in the creative sessions last year have already registered for this year's sessions, which will be held at the Palmer House, Chicago, starting on the evening of Wednesday, Aug. 5, and ending at 2 p.m. Saturday, Aug. 8. Thus, almost 30% of last year's participants have expressed their interest in attending again.

■ The Creative Advertising Workshop is a repeat—with a new curriculum and new "faculty"—of the experimental workshop which ADVERTISING AGE conducted last year. It is designed as the answer to the need of creative advertising people of all kinds for serious workshop sessions which are devoted exclusively to the creative aspects of advertising—both print and broadcast.

The workshop is under the general direction of S. R. Bernstein, editorial director of ADVERTISING AGE, and is conducted by Dr. Steuart H. Britt, professor of marketing at Northwestern University. The "faculty" consists of 29 outstanding authorities on the creative aspects of advertising, radio, television, and related arts.

■ The first full day will be devoted to "The Creative Background to Advertising." The second day will feature "Creative Ideas in Broadcasting," and the third will discuss "Creative Ideas in Print."

Cost of the workshop, including three lunches and two dinners, but not including accommodations at the all-air conditioned Palmer House, is $100 until May 15, when the price goes up to $110. Complete details and enrollment blanks are available from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

O'Sullivan Joins Sylvania

Vincent E. O'Sullivan has joined Sylvania Electric Products Inc., New York, as advertising and sales promotion supervisor for Sylvania Electronic Systems, the parts division and the chemical and metallurgical division. He previously was with the advertising department of the industrial chemicals division of American Cyanamid Co.

Morrison Picks Bayless-Kerr

Morrison Products Inc., Cleveland, manufacturer of a complete line of blower wheels and assemblies for domestic furnaces and air conditioning units, has appointed Bayless-Kerr Co., Cleveland, as its agency.

FIND THE WOMAN—*Brown-Forman Distillers Corp., starting May 4, will break ads for its Old Forester bourbon whisky in Esquire, Fortune, Holiday, Life, Time, Town & Country and U. S. News & World Report, featuring, for the first time since Prohibition, a woman. Similar newspaper ads will run through May and June in 24 states. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

Lownes Elected President

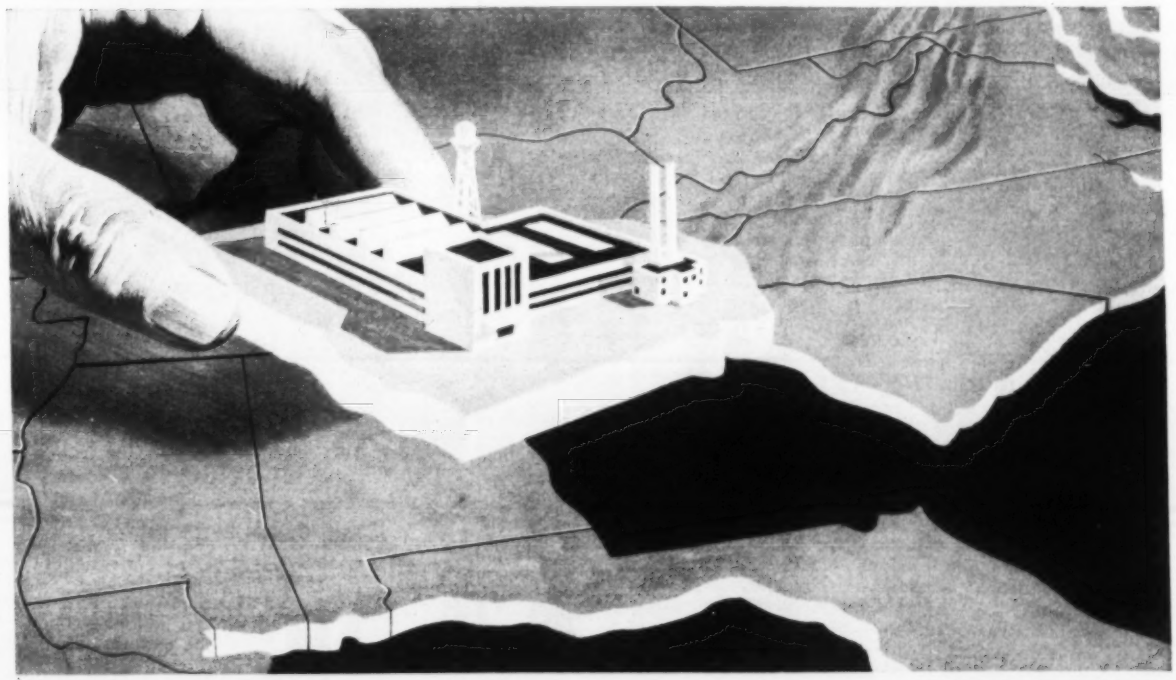
Victor A. Lownes III, promotion director of *Playboy*, has been elected president of the Chicago chapter of the Magazine Promotion Group. Also elected are Howard B. Shaw, promotion manager of *Science & Mechanics*, vp; Lawrence S. Wade, promotion manager of *Ebony*, secretary, and Daniel J. Coleman, promotion manager of *Popular Mechanics*, treasurer.

Black & Musen Gains Two

Budget Meter Co., Westfield, Mass., maker of oil burner coin meters, and Judd Wire Mfg. Corp., Turner Falls, Mass., have appointed Black & Musen, Springfield, Mass., to handle their advertising.

Belz Appoints Hairston

Sam Belz Upholstered Products Co., Memphis, has appointed Bob Hairston & Associates, Memphis, to handle its advertising. Belz is soon to undertake its first venture into consumer advertising.



GEORGIA POWER SELLS GEORGIA TO BUSINESS AND INDUSTRY

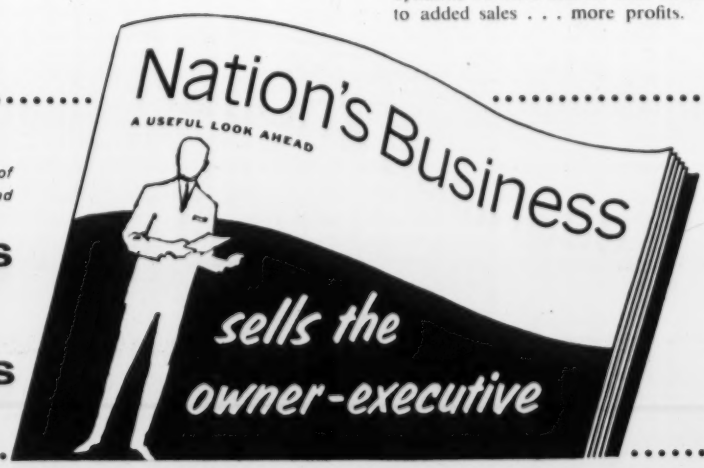
GEORGIA POWER SELLS THE OWNER-EXECUTIVE IN NATION'S BUSINESS

Georgia has a lot to offer industry — an adequate supply of pure water; strategic location in the great Southeastern market; dependable, easily trained workers; moderate taxes; low utility rates; and wonderful climate. These are plant site advantages of acute interest to the ownership-motivated executives who read Nation's Business—the men who have an owner's interest, an owner's stake, an owner's authority to take action. That is why the Georgia Power Company, serving the largest area of any Southern utility, is getting action in Nation's Business.

Nation's Business is edited for owner-executives. Of 750,000 subscribers, 550,000 are the presidents, owners or partners of their firms. Here is broad coverage of all markets—the largest companies, plus those vitally important medium-sized companies on the move, on the way up. This is the broad, dynamic business market that holds the key to added sales . . . more profits.

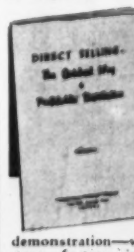
More than 750,000 circulation, ABC . . . 10% executives of business-members of the National Chamber of Commerce and 90% other business and industrial leaders

ACTION IN BUSINESS
results when you advertise
to business and industry in
NATION'S BUSINESS



WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand.



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution." It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY
CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 25 YEARS

Along the Media Path

For the third time in the past four years, **WDRC**, Hartford, has won the merit award for programming from the Hartford Advertising Club. The award was given for the station's 10-minute nightly news program sponsored by the Shearson Hammill brokerage firm.

• The **Boston Globe** published a 12-page Canadian section on Tuesday, April 19, in connection with the Canadian Trade Fair, which ran April 20-24 and the Canadian-American Business Conference on April 21, which the newspaper co-sponsored with the college of business administration of Boston College.

• "Mr. Thinkbigly Goes to Town" is a new sales development presentation on how to use spot television prepared by **Peters, Griffin, Woodward Inc.**, station representative. The presentation, made up of 80 color slides, will be shown nationwide starting with a midwestern tour on April 29.

• **Redbook** has mailed a pair of gold-plated baby shoe charms to some 500 supermarket managers as a special addition of Gerber's promotion of National Baby Week. The bottom of each was engraved, so that one read, "Baby Week '59" and the other "Gerber Foods-*Redbook Magazine*."

• **Institutions Magazine** has established an *Institutions Magazine* Food Service Foundation. Its purpose is to grant funds for research and fellowships for the improvement of food service in all types of institutions. Funds will be awarded to colleges and universities upon application.

• The sales promotion department of **WBKB**, Chicago ABC tv outlet, is making available to sponsors of its "Weather by Radar" program a 48-page booklet explaining the mysteries of weather, written by its staff meteorologist, Warren Culbertson. The booklet is available to clients purchasing one or more five-minute periods (on a 13-week basis) of the program. At no cost, the sponsor's sales message is imprinted on the booklet's front and back covers.

• **Department of New Laurels:**

Esquire's advertising linage rose 5% for the first half of 1959, compared with the same period of last year. Advertising revenue increased 7.5%.

Coronet advertising pages showed a 20% gain for the first half of 1959, compared to the same period last year. This is the best first half in the magazine's history.

During the three-month period ending March 31, **Popular Science's** circulation has risen to an average of 1,505,758. This is the highest circulation period for any three-month period in the history of the magazine. #

Pickett Brennan Goodfellow Martinez Lyons

GAME LOT—*Some 45 New York agency men were guests in Washington on April 17 of WRC-TV and WRC, which had an open house to mark the first year of operation in its ultra-modern NBC headquarters building. Some of those who went out to the opening baseball game as guests of the stations were Richard Pickett, Foote, Cone & Belding; Vera Brennan, Sullivan, Stauffer, Colwell & Bayles; Joseph Goodfellow, WRC station manager; Hope Martinez, BBDO, and Fred Lyons, NBC Spot Sales, New York.*

California Curbs Heavy Credit Charges

Excessive instalment credit charges have been outlawed in a bill adopted by the California state senate and approved by the assembly. The bill now returns to the lower house for routine concurrence in minor senate amendments.

The legislation limits credit charges to a maximum of $10 per $100 on the first $1,000 of a contract and $8 per $100 on purchases in excess of $1,000. The new law also sets a minimum type size for the "small print" in such contracts and requires full disclosure in print of all details of the contract, with a copy going to the purchaser. The bill also permits the buyer to pay off the contract at any time and receive a rebate of financing charges, and it outlaws wage attachments for 60 days after a contract goes into default

Reach Names Creative Board

Reach, McClinton & Co., New York, has established a creative board "to assure close coordination of creative departments and to apply maximum creative effort to every effort." The new board will not affect the plans board. The five members are Deane Uptegrove, senior vp, chairman; Alfred Goldman, vp and copy director; Everett Sahrbeck, vp and exec art director; Werner Michel, radio-tv vp; and Frank Sharpe, secretary. Reach, McClinton also has appointed Phil Wasserman, who joined the agency last November, publicity director. He succeeds Walter Nelson, who has joined CandyGrams Inc., Chicago, as vp and general manager.

Dolfman Joins Kircher, Helton

G. Richard Dolfman, previously with Reuben H. Donnelley Corp., Philadelphia, has been named manager of the telephone advertising department of Kircher, Helton & Collett, Dayton. The new department will serve national and regional advertisers who have or want to start trademark or tradename advertising programs in the yellow pages of telephone directories.

Local Shows Aimed at Women Interest Most TV Time Buyers

NEW YORK, April 28—What sort of local tv programming are time buyers looking for, and what are the principal considerations on which they base their selections?

These were among the areas touched on in the latest NBC spot sales report from its time buyer opinion panel. This study covered the opinions of 271 panelists from 170 different advertising agencies or agency offices (some of the larger agencies participated in two or more cities).

▪ As to show types, 56% of the respondents said they frequently have occasion to buy into local shows with primary appeal to women. After the gals, they were most likely to be shopping "frequently" for shows aimed at men (40%), children (26%) and sports enthusiasts (20%).

When buying for a family product, the decided preference is for an adult show with 50% children's audience composition—over a kid's telecast, with 50% adult audience composition.

The vote: 74% for the adult stanza.

Nearly three out of four of the panelists said compatability of the program with the client's product is a major factor in a buying decision.

A prime consideration in buying feature film is the rating history, but the film library and current rating also are important criteria.

More than 50% of the buyers said the "live" factor in a live participation show offsets a superior rating for a feature film show to some degree. The voting was close when the panelists were asked if they would prefer to buy a similarly priced half-hour syndicated film program or a local live program built with their specific product in mind.

▪ The personal salesmanship of a local tv personality was rated of "great importance" in the sales effectiveness of a commercial by 67% of the panel. The majority termed a host personality a great plus for a children's cartoon show, but this factor was considered to be less vital for a feature film program. More than 60% of the buyers thought they could do a better job of selecting local personalities if they had the time to check kinescopes or tapes.

There was a great variance among views as to acceptable cost per 1,000 families per commercial minute in a half-hour program. The biggest group (43%) said $2 to $2.99 was a good range. The next most frequently mentioned range was $1 to $1.99. Nearly 20% said $3 to $3.99 was acceptable; 5% were willing to go $4 and up. #

Plan Pet Products Push

House of Huston Inc., subsidiary of Sterling Drug, New York, plans "one of the most extensive advertising campaigns ever used" to promote a line of pet supply products for the remainder of the year. Starting this month, the campaign is built around the Little Pal Pet Shop. Advertising includes network television and radio, supported by local newspapers, tv, radio and business paper advertising. Thompson-Koch, New York, is the agency.

Hampden-Harvard Switches

Hampden-Harvard Breweries Inc., Willimansett, Mass., has appointed Cohen & Aleshire, New York, to handle all its brands of beer and ale. This includes the Hampden, Harvard and Dobler labels. Daniel F. Sullivan Advertising is the previous agency.

Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!
90% play an active part in company buying!
84% are active homeowners!
54% are in companies operating 1,265,217 trucks!
82% are active travelers! (more than 12 trips a year)
53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

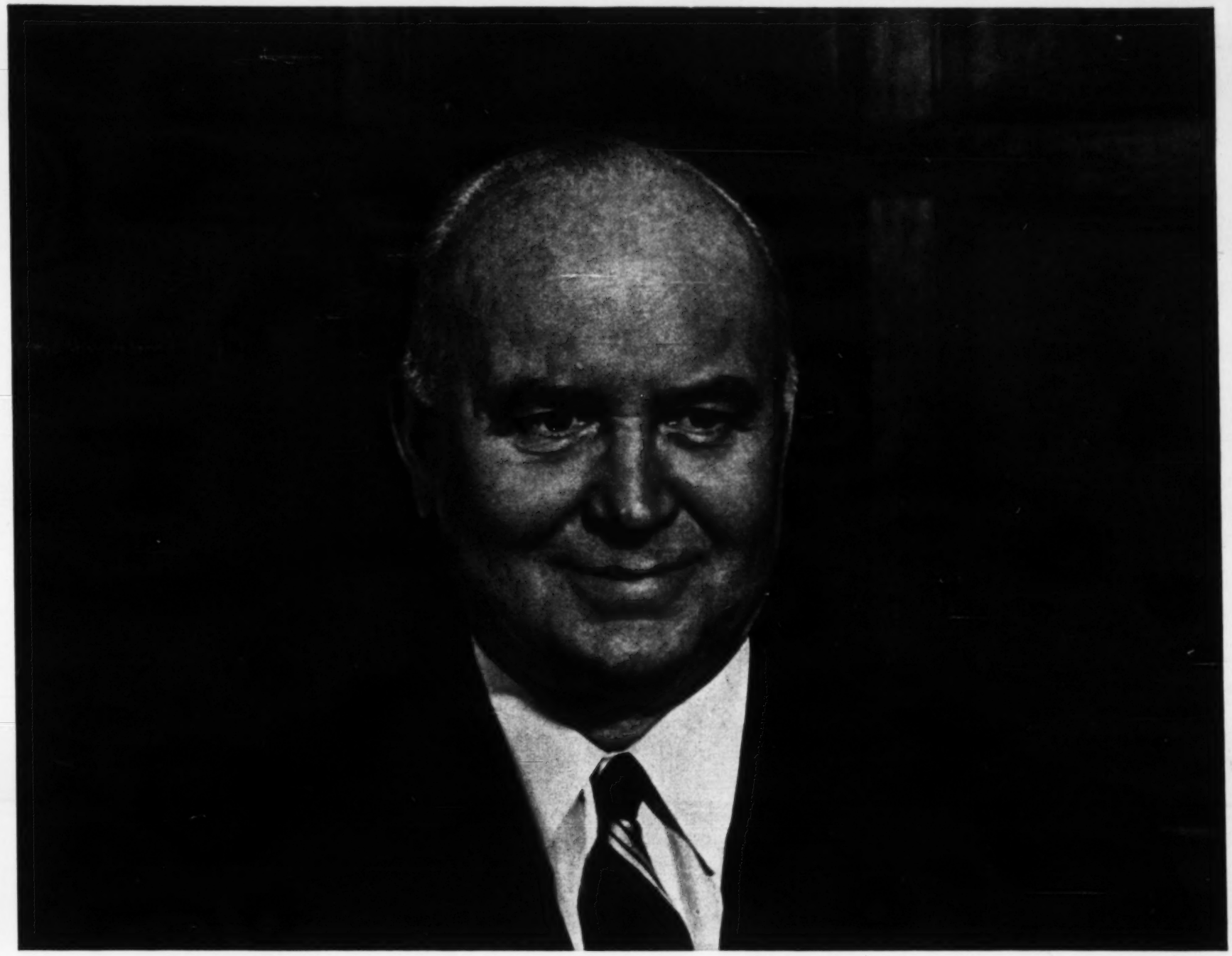
The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

In Law... it's Blackstone
in TV and Radio . . .
IT'S BROADCASTING YEARBOOK!

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been **the** standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence – but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1959 **BROADCASTING YEARBOOK** – out in August – will give some 16,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If **you** have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: July 1 for proofs; July 15, final. **Call or wire collect to reserve space!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.



stature

"A company's stature and good name depend on many factors—including people, products, sound engineering. We also believe that consistent advertising in leading business publications helps increase our stature. It keeps our name before the business community in terms of successful product accomplishments."

E. J. Thomas, Chairman of the Board, Goodyear Tire & Rubber Company

STATURE—*Consistent* advertising arouses interest, keeps buyers up-to-date on your achievements, builds stature and recognition . . . creates sales. In today's leading growth industries more than 1,300,000 men-of-decision subscribe to McGraw-Hill publications. By *concentrating* your advertising in the McGraw-Hill publications serving your major markets, you increase your company's stature at the same time that you are selling your products and services.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Ad 'Distortion' May Peril U.S., Packard Writes

NEW YORK, April 29—Admen, whose nights were haunted two years ago by a Vance Packard-created literary goblin called "The Hidden Persuaders," aren't going to rest much easier these spring evenings after reading Packard's newest effort, "The Status Seekers," published today (McKay, $4.50).

What we have in the U. S. today, asserts Mr. Packard, is a mushrooming status system in which your occupation, income and how you make it, the car you drive, your home address, where you went to school, your choice of words "all loom increasingly as symbols of your place in society and label and fix you on a certain rung of the social ladder."

Most Americans fit into one of five classes. The top two—the real upper and the semi-upper—Packard labels "the diploma elite"—the officers. The other three—limited-success, working class and real lower—are bracketed as "the supporting classes"—the enlisted men.

And the great dividing line between Americans is the boundary between the lower and the white collar groups, he said. Those who pass over this line manage it only on the wings of a college diploma.

"Our so-called great 'middle class' actually is being split down the middle by this requirement" of a college degree, he said.

■ Status distinctions are pretty nearly inevitable, says Mr. Packard. "The problem is not to try to wipe them out—which would be impossible—but to achieve a reasonably happy society within their framework.

"There appear to be two principal approaches. One is to promote more understanding between people of the various class groupings in our society. The other is to make class distinctions less burdensome by making certain that people of real talent are discovered and encouraged to fulfill their potential regardless of their station in life."

Unfortunately, Americans are becoming more and more preoccupied with status—and unhappy about it—"primarily because of the impact on their lives of big housing developments, big advertisers, big trade unions and big corporate hierarchies. As a result, democracy is still more of an ideal than a reality."

The evidences of this include competition for the same symbols of bigness and success, conformity to approved behavior and the judging of people on the basis of the status symbols they display.

■ The trouble with advertising, asserts Mr. Packard, is that it merchandises goods as status symbols and thus "is playing a major role in intensifying status consciousness."

Many advertisers, he charges, regard themselves, more or less earnestly, as "merchants of discontent," who attempt the "game" of transforming products which have been the luxuries of the upper classes into the necessities of all classes.

"This is done," he says, "by dangling the products before non-upper class people as status symbols of a higher class. By striving to buy the product—say, wall-to-wall carpeting on instalment—the consumer is made to feel he is upgrading himself socially, or the limited-success class housewife can achieve that feeling by paying a few cents more for the brand of cigaret that is puffed so elegantly by the genuine Park Ave. matron in the cigaret advertisement."

Mr. Packard says blue collar people "are adored by the mass merchandisers because, first of all, there are so many of them. And, second, they are by nature free spenders and now have more money—and more instalment credit—than they are accustomed to handling."

■ Marketers who promote status striving via the purchase of their products do two things, says Mr. Packard. First, they give people a sense of getting ahead, which, at the lower levels, is a consumption gain. But inviting people to strive for the symbols of a higher class may increase class consciousness "in a way that could become dangerous in an economic turndown."

"In this constant conversion of luxuries into necessities," Mr. Packard asks, "are we pushing people to the point where their expectations are so high—and they live so close to the brink of insolvency—that even a mild prolonged belt-tightening would leave them in an ugly mood?

"Further, by encouraging people constantly to pursue the emblems of success, and by causing them to equate possessions with status, what are we doing to their emotions and their sense of values?

"Finally, aren't the advertisements giving Americans a dangerously distorted picture of how the average American lives?"

■ Mr. Packard seems to cast his vote with that of Clare Barnes Jr., consultant art director, who has said that much advertising leaves the average man with the feeling that he's "ill-housed, ill-clothed and ill-fed" and "ripe for any demagogue."

Americans, Mr. Packard feels, should be able to believe in the reality of opportunity "from personal and observable experience, rather than by reading about it on billboards."

For the U. S., he concludes, can endure "only if the vast majority of our people really believe in our system. They must be genuinely convinced that our system offers fairer rewards and opportunities for the fulfilment of human aspirations than any other." #

Pasmezoglu Joins Cole Fischer

Perry E. Pasmezoglu has been appointed to the new business department of Cole Fischer Rogow Inc., Beverly Hills, Cal. Mr. Pasmezoglu, who formerly was with Goodman Organization, Los Angeles, will bring the following accounts with him: Identity Recorder Co.; Motordyne Inc.; Sheraton-West Hotel; La Quinta Hotel, and Kingsley Machine Co.

Marsteller Promotes Two

Arthur W. Cowles has been appointed assistant general manager, and Fred B. Livingston has been appointed creative director of Marsteller, Rickard, Gebhardt & Reed's Chicago office. Mr. Cowles joined the agency as account supervisor in 1955, and Mr. Livingston has been with the agency since its inception.

General Tire on ABC-TV

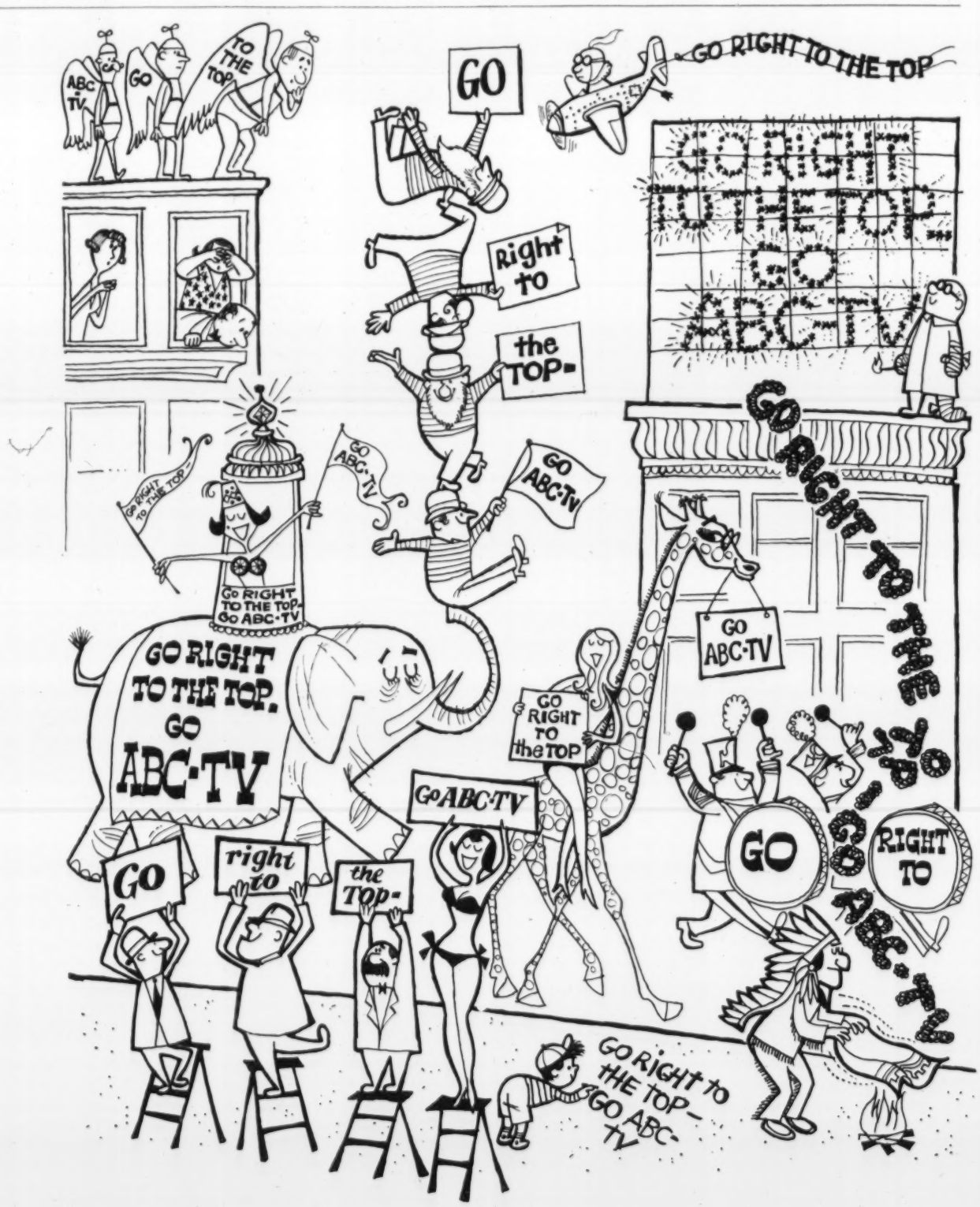
General Tire & Rubber Co., Akron, O., has signed as sponsor of "Top Pro Golf" on ABC-TV Monday evenings, effective June 8. The order was placed through D'Arcy Advertising Co.

Cason Joins Headley-Reed

Frank A. Cason Jr., who was the head of radio and tv at Burke Dowling Adams Inc., Atlanta, has been appointed manager of the Atlanta office of Headley-Reed Co., radio-tv station representative.

Olsen Joins Motorola

Norman D. Olsen Jr., formerly regional manager of export sales of Zenith Radio Corp., Chicago, has joined Motorola Inc., Chicago, as consumer products export sales supervisor.



It's this. Measured in terms of ratings, efficiency, programming, audience composition

Newspaper Advertising Linage

March, 1959

Media Records Reports for 52 Cities

Classification	March 1959	March 1958	Per Cent Change	January-March 1959	January-March 1958	Per Cent Change
Retail (Total)*	129,462,742	126,775,966	+ 2.1	339,593,567	334,058,302	+ 1.7
(Dept. Stores)	47,149,565	47,376,915	— 0.5	121,251,988	121,380,797	— 0.1
General	30,720,092	32,016,905	— 4.1	80,385,419	83,802,906	— 4.1
Automotive	12,150,300	11,491,915	+ 5.7	30,175,165	33,723,594	—10.5
Financial	4,800,655	3,836,962	+25.1	14,119,459	12,684,632	+11.3
Total Display	177,133,789	174,121,748	+ 1.7	464,273,610	464,269,434	——
Classified	59,325,676	53,703,708	+10.5	161,806,346	148,976,003	+ 8.6
Total	236,459,465	227,825,456	+ 3.8	626,079,956	613,245,437	+ 2.1

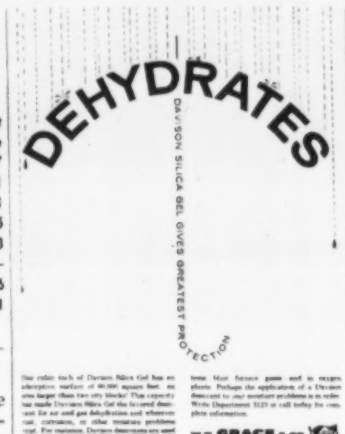
*Includes department stores.

Baldwin Joins Nalco

Ronald J. Baldwin has joined the advertising department of National Aluminate Corp. (Nalco), Chicago, as a copywriter in charge of assignments fomerly handled by D. M. Weber, assistant advertising manager. Mr. Baldwin previously worked as an advertising and sales promotion writer for Continental Assurance Co., Chicago.

'Forbes' Boosts Rates

Effective with the July 1 issue the circulation base of *Forbes Magazine* will be raised from the current 265,000 guarantee to 300,000, and advertising rates will also be raised 13.2% to a base of $3,077 for a b&w page. Advertisers with contracts as of June 30 will be protected at the current rate until the Jan. 1, 1960, issue.



DIFFERENT—*VanSant, Dugdale & Co., Baltimore, has designed some unconventional headlines like this one for the Davison chemical division of W. R. Grace & Co. Ads will appear in chemical trade papers.*

Dewey & Almy, Graver Tank, Mobil Take Top Honors in Putman Awards

PHILADELPHIA, April 28—Three companies and their agencies have received top honors in the Putman Awards "for proven performance in industrial advertising," and seven have received honorable mention.

The winning advertising manager, sales director and agency of each of the top companies each receives $1,000, for a total of $9,000.

■ The top winners are:

• Dewey & Almy Chemical division, W. R. Grace & Co., for its campaign promoting vinyl bases for paint (Kelly, Nason Inc.).

• Graver Tank & Mfg. Co. division, Union Tank Car Co., for a campaign promoting its re-entry into the water-storage tank field (Ladd, Southward & Bentley).

• Mobil Oil Co., for its case history campaign promoting the benefits of its products to industry (Compton Advertising).

■ Winners of honors certificates are:

• Alvey-Ferguson Co., pre-engineered production products division (Farson, Huff & Northlich).

• Bomac Laboratories (Larcom Randall Advertising).

• Dempster Bros. (Lavidge & Davis).

• Radio Corp. of America, broadcast equipment division (Al Paul Lefton Co.).

• A. O. Smith Corp. (Klau-Van Pietersom-Dunlap).

• U.S. Industrial Chemicals Co. (G. M. Basford Co.).

• Visking Co. division, Union Carbide Corp.—plastics division (Edward H. Weiss & Co.).

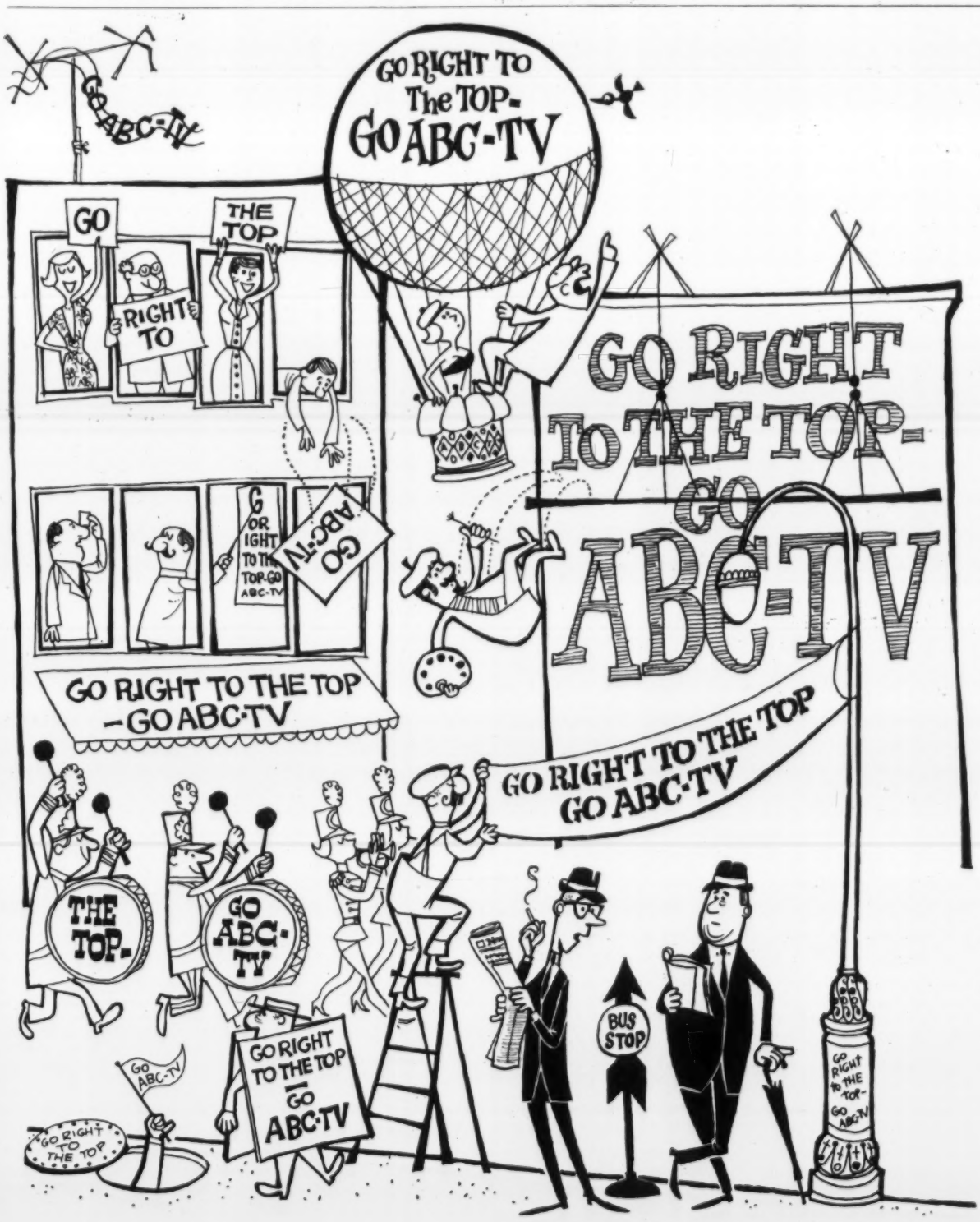
The awards will be presented for the third time at a luncheon at the Poor Richard Club here. The awards are presented every other year. #

Hearst Names Three

Three staff changes have been made in the San Francisco office of Hearst Advertising Service, national ad representatives for Hearst newspapers. Dick Nichols has been named account supervisor for the grocery products division; Don Shauer has been named an account executive in the same division, and Mark Hurd, formerly with Campbell-Mithun, has joined the home furnishings division.

Ellington Adds Account

Ellington & Co., New York, has been appointed to handle advertising for Williamsburg Reproductions, Williamsburg Restoration Inc., Williamsburg, Va., effective July 1. The account, formerly handled by Needham & Grohmann, represents 16 manufacturers licensed to produce reproductions of furnishings in restored buildings of Colonial Williamsburg.


GO RIGHT TO The TOP- GO ABC-TV
GO ABC-TV
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GO RIGHT TO THE TOP- GO ABC-TV
GO RIGHT TO THE TOP -GO ABC-TV
GO RIGHT TO THE TOP GO ABC-TV
THE TOP.
GO ABC-TV
GO RIGHT TO THE TOP — GO ABC-TV
BUS STOP

"I think they're trying to tell us something."

or sales successes, the top network buy is now **ABC TELEVISION**

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.85

PHOTOMATIC

89 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

AAW Opens Crafts Contest

May 30 has been set as the deadline for entering the annual all-western advertising crafts competition of the Advertising Assn. of the West. All entries must have been created and prepared within the association's territory (13 western states and British Columbia), and used between May 1, 1958, and May 1, 1959. Categories include business publications, consumer magazines, direct mail, farm publications, daily newspaper, outdoor, television, radio and transit advertising.

WANTED — MERCHANDISER

To head up a complete line of products in Advertising Department of the fastest moving full line farm equipment manufacturer in the business. To be responsible for promoting those products with literature and, through knowledge of product and application, be capable of offering realistic marketing recommendations. This man (under 30) must know farm machinery and its application . . . must understand engineering detail and be able to translate it into consumer benefits . . . must be experienced in rough layout . . . and be able to sit down at a typewriter and turn out highly factual selling copy. Send complete details of education and experience, including samples of work and salary expected. Box 508, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	February			January-February		
	1958	1959	Change	1958	1959	Change
ABC	$ 8,441,988	$10,024,460	+18.7	$17,610,597	$ 20,671,538	+17.4
CBS	19,410,741	20,806,220	+ 7.2	41,504,745	42,935,468	+ 3.4
NBC	16,785,315	18,036,964	+ 7.5	35,129,426	37,336,817	+ 6.3
Total	$44,638,044	$48,867,644	+ 9.5	$94,244,779	$100,943,823	+ 7.1

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,036,964	48,867,644

Pennsylvania U. Establishes Communications School

The Annenberg School of Communications of the University of Pennsylvania will begin next fall. Recent college graduates and experienced professionals in the print, film or broadcasting fields are invited to apply. The professionals accepted will be appointed Annenberg Fellows and will serve as master craftsmen in the production workshops. The M.A. degree will be awarded after one year of study in the curriculum.

Each workshop will prepare media messages in significant areas not thoroughly presented by the commercial media. They will explore all the communications media in attempting to translate academic knowledge into formats comprehensible and accessible to the general audience.

Set $1,000,000 Rybutol Drive

Lanolin Plus started a $1,000,000 three-month campaign to promote Rybutol vitamins May 1. It offers the $1.98 size package of Rybutol for 99¢. Newspapers in 163 markets, tv and radio spots, and consumer and trade magazines are being used. A weekly series of large-space ads is scheduled for the *Wall Street Journal*, aimed at "overworked" executives. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.

TelePrompTer Sales Up

For the seventh straight year, TelePrompTer Corp., New York, reports sales gains. Its 1958 sales totaled $3,414,499, compared with 1957 sales of $2,264,345. Net earnings totaled $41,956 in 1958, compared with a $212,694 loss sustained in 1957.

SUCCESSFUL SIX—*First quarter sales gains achieved by the six units in Skil Corp.'s "500" line of power tools are dramatically reported in a b&w spread the Chicago manufacturer will run in May issues of American Lumberman, Building Supply News, Hardware Age and Hardware Retailer. Fuller & Smith & Ross, Chicago, handles the account.*

TV Viewers Will Demand Better Fare, NTA's Unger Warns

CHICAGO, April 28—Oliver A. Unger, president of National Telefilm Associates, has warned that the moment will come "when the American people will rebel against the mediocrity of television entertainment and . . . demand from the broadcasters the right of getting superior entertainment in their homes."

In a speech before the Broadcast Advertising Club of Chicago, Mr. Unger predicted that this moment will come when the Hollywood vaults have been depleted of their backlogs of movies.

"These pictures cost many, many times what television can afford for new programming today," he said. "We beat our chests and speak with pride when occasionally a program spends $2, $3, and $400,000. In Hollywood this is still the budget for a 'quickie'."

▪ Mr. Unger, whose company is active in production, distribution, station operation and networking, said the answer to the crisis that will come when tv is forced to program more and more of its time from its own resources "probably will be some form of pay tv." He added that the "American public will have to decide for itself whether it is prepared to pay for the kind of entertainment it wants and which the advertising budget simply cannot afford. Whether this pay tv will come over the air lanes or whether it will come over a wire system is not important. The fact is certain—it will come.

▪ "Whether congressmen will try to create artificial problems that will impede its arrival, or whether various pressure groups, speaking for theater exhibitors of America who fear the coming of toll tv as much as some people in the broadcasting industry fear it, won't make the least bit of difference. What we in broadcast must do is study the problem. We must live with it and make it work for us. The advertising fraternity must study it and find out where they fit into the picture. I don't think they will be locked out . . . I think it will give them greater opportunity than heretofore.

"It may eliminate the advertiser from being the decisive force as to what the entertainment presented to the public may be. I think that as long as the advertiser is paying for it now he has a perfect right to say, 'This is what I want'," Mr. Unger said.

▪ Asserting that "there is nothing sacred in the right of the public to free television," the NTA executive pointed out that tv is doing well in England with government tv competing with a private tv system.

"So," he reasoned, "it is possible for opposites to prevail and to live together, and so it will be possible in this country to have a form of pay tv providing a service for these people who want it and are prepared to pay for it against those who are satisfied with that which the advertiser can offer . . . as a means to tell his message . . . The entertainment offered the American people, in my opinion, cannot be locked forever to a percentage of the cost of the advertiser's product." #

'TV Guide' Boosts Rates, Circulation Guarantee

TV Guide will increase its circulation guarantee to 7,250,000 copies and issue a new rate card effective with the Oct. 31, 1959, issue. The new rate base is an increase of 750,000 copies over the present guarantee. One-time page rates under the new card: b&w, $14,500, from present cost of $13,000; two-color, $17,500, from $16,250; four-color, $21,000, from $19,500.

From the House of Ideas . . .

IDEAS THAT SELL . . . at the point-of-sale

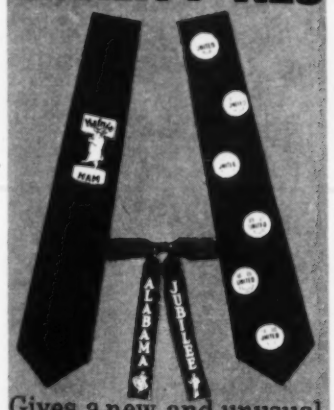
CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

GRAPHIC SALES SIZZLER

A window, showing a sultry summer street scene, is built right into the display to spark sales of General Electric Air Conditioners. Fits neatly over two G-E units on their own metal display rack. Includes literature holder, paper window trim and other in-store materials to complete the selling package. For sizzling display pieces or complete point-of-sale packages, write or call, Chicago Show, 2635 N. Kildare, Chicago 39 • SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Your Company Design on
QUALITY TIES



Gives a new and unusual
PROMOTION TIE-IN

Special ties made to your specification help you launch new products and sales themes. Use this new promotion and premium idea with salesmen, dealers and customers or give-away at conventions. Prices from 60c a tie. Write for details.

SCOT TIES LTD.

Dept. 5A, 401 Fifth Ave., New York 16, N.Y.

this Wonderful thing about families

LOOK PHOTOGRAPH BY BOB LERNER

The close, warm relationship between parent and child is the essence of family life. It is also the foundation of our economic structure. For, each year, families with children need, want and buy twice as much consumer goods and services as do households without children.

LOOK's 27,900,000 readers are concentrated more among families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won unique place in the minds and hearts of America's families. And it is the family that holds the key to immediate sales and enduring success for American businesses.

Shows
Photos

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of peop*

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Lanolin Plus started a $1,000,000 three-month campaign to promote Rybutol vitamins May 1. It offers the $1.98 size package of Rybutol for 99¢. Newspapers in 163 markets, tv and radio spots, and consumer and trade magazines are being used. A weekly series of large-space ads is scheduled for the *Wall Street Journal*, aimed at "overworked" executives. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.

TelePrompTer Sales Up

For the seventh straight year, TelePrompTer Corp., New York, reports sales gains. Its 1958 sales totaled $3,414,499, compared with 1957 sales of $2,264,345. Net earnings totaled $41,956 in 1958, compared with a $212,694 loss sustained in 1957.

SUCCESSFUL SIX—*First quarter sales gains achieved by the six units in Skil Corp.'s "500" line of power tools are dramatically reported in a b&w spread the Chicago manufacturer will run in May issues of American Lumberman, Building Supply News, Hardware Age and Hardware Retailer. Fuller & Smith & Ross, Chicago, handles the account.*

TV Viewers Will Demand Better Fare, NTA's Unger Warns

CHICAGO, April 28—Oliver A. Unger, president of National Telefilm Associates, has warned that the moment will come "when the American people will rebel against the mediocrity of television entertainment and . . . demand from the broadcasters the right of getting superior entertainment in their homes."

In a speech before the Broadcast Advertising Club of Chicago, Mr. Unger predicted that this moment will come when the Hollywood vaults have been depleted of their backlogs of movies.

"These pictures cost many, many times what television can afford for new programming today," he said. "We beat our chests and speak with pride when occasionally a program spends $2, $3, and $400,000. In Hollywood this is still the budget for a 'quickie'."

■ Mr. Unger, whose company is active in production, distribution, station operation and networking, said the answer to the crisis that will come when tv is forced to program more and more of its time from its own resources "probably will be some form of pay tv." He added that the "American public will have to decide for itself whether it is prepared to pay for the kind of entertainment it wants and which the advertising budget simply cannot afford. Whether this pay tv will come over the air lanes or whether it will come over a wire system is not important. The fact is certain—it will come.

■ "Whether congressmen will try to create artificial problems that will impede its arrival, or whether various pressure groups, speaking for theater exhibitors of America who fear the coming of toll tv as much as some people in the broadcasting industry fear it, won't make the least bit of difference. What we in broadcast must do is study the problem. We must live with it and make it work for us. The advertising fraternity must study it and find out where they fit into the picture. I don't think they will be locked out . . . I think it will give them greater opportunity than heretofore.

"It may eliminate the advertiser from being the decisive force as to what the entertainment presented to the public may be. I think that as long as the advertiser is paying for it now he has a perfect right to say, 'This is what I want'," Mr. Unger said.

■ Asserting that "there is nothing sacred in the right of the public to free television," the NTA executive pointed out that tv is doing well in England with government tv competing with a private tv system.

"So," he reasoned, "it is possible for opposites to prevail and to live together, and so it will be possible in this country to have a form of pay tv providing a service for these people who want it and are prepared to pay for it against those who are satisfied with that which the advertiser can offer . . . as a means to tell his message . . . The entertainment offered the American people, in my opinion, cannot be locked forever to a percentage of the cost of the advertiser's product." #

'TV Guide' Boosts Rates, Circulation Guarantee

TV Guide will increase its circulation guarantee to 7,250,000 copies and issue a new rate card effective with the Oct. 31, 1959, issue. The new rate base is an increase of 750,000 copies over the present guarantee. One-time page rates under the new card: b&w, $14,500, from present cost of $13,000; two-color, $17,500, from $16,250; four-color, $21,000, from $19,500.

From the House of Ideas...

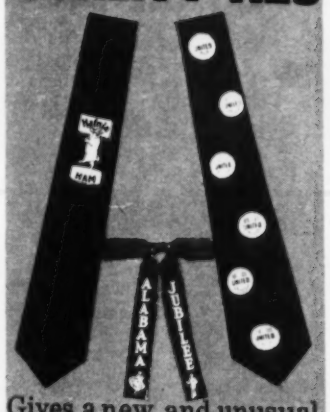
IDEAS THAT SELL . . . at the point-of-sale

GRAPHIC SALES SIZZLER

A window, showing a sultry summer street scene, is built right into the display to spark sales of General Electric Air Conditioners. Fits neatly over two G-E units on their own metal display rack. Includes literature holder, paper window trim and other in-store materials to complete the selling package. For sizzling display pieces or complete point-of-sale packages, write or call, Chicago Show, 2635 N. Kildare, Chicago 39 • SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Your Company Design on
QUALITY TIES



Gives a new and unusual
PROMOTION TIE-IN

Special ties made to your specification help you launch new products and sales themes. Use this new promotion and premium idea with salesmen, dealers and customers or give-away at conventions. Prices from 60c a tie. Write for details.

SCOT TIES LTD.

Dept. 5A, 401 Fifth Ave., New York 16, N.Y.

this Wonderful thing about families

LOOK PHOTOGRAPH BY BOB LERNER

The close, warm relationship between parent and child is the essence of family life. It is also the foundation of our economic structure. For, each year, families with children need, want and buy twice as much consumer goods and services as do households without children.

LOOK's 27,900,000 readers are concentrated more among families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won a unique place in the minds and hearts of America's families. And it is the family that holds the key to immediate sales and enduring success for American businesses.

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of people*

WTRF-TV STORY BOARD

A hiker stopped at a farm house on a pleasant summer afternoon for a glass of water. As he sipped the water, he said to the farmer, "What a beautiful place to live; what lovely scenery."

"Oh, it's all right," replied the farmer, "but how would you like to live in a place where you have to walk three miles every time you want a drink of whiskey?"

"Why," asked the hiker, "don't you buy a gallon of whiskey and keep it in the house?"

"Whiskey," replied the farmer, "won't keep."

● The same thing happens to products advertised on WTRF-TV: the 39-county audience is so responsive that "they just won't keep" on the dealers' shelves. Try it for your products with a spot campaign on WTRF-TV, the looked-at station in an area where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery folks can tell you more.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

'Goshen News' Wins Ayer Cup for Excellence

The *News*, Goshen, Ind., has for the second time been awarded the Ayer Cup for excellence in typography, make-up and printing. This 8,000 circulation paper won its previous award in 1957. Judging of the 29th annual newspaper contest took place in the headquarters of N. W. Ayer & Son. Each of the 849 daily newspapers in the contest was judged on its issue of March 17.

First honorable mention, for newspapers of more than 50,000 circulations, went to the *New York Times*, winner of the Ayer Cup six times. The *New York Herald Tribune*, a nine-time cup winner, won second honorable mention. The *Atlanta Constitution* was awarded third honorable mention. Among newspapers of 10,000 to 50,000 circulation, honorable mention went to the *News*, Iron Mountain, Mich., the *Herald*, Rutland, Vt., and the *Journal*, Ithaca, N. Y.

Baumritter Sets Magazine, TV Campaign During May

Baumritter Corp., New York, furniture manufacturer, will concentrate its spring campaign during the month of May for its "biggest single month of advertising and publicity in its history." Color ads will run in *Bride & Home*, *Bride's Magazine*, *House Beautiful*, *House & Garden*, and *Living for Young Homemakers*. On tv, it will be "The Price Is Right" (NBC-TV) every week in May. A series of mailing pieces are going out to dealers offering newspaper mats, color counter cards, booklets, stuffers, color postcards, tv slides, banners and suggested display ideas. A dealer contest offers $1,625 in cash prizes to buyers, ad managers and display managers for the best ads and tie-in displays. Alfred Auerbach Associates, New York, is the agency.

Johnstone Adds Jablow

Arthur Jablow Inc., New York, suit and coat manufacturer, has appointed Johnstone Inc., New York, to handle its advertising. Sterling Advertising is the previous agency.

NAB Mails Out New Booklet

The National Assn. of Broadcasters' 1959 kit for National Radio Month (May), printed in a compact booklet format, has been mailed to all radio stations in the U. S.

UNUSUAL OPPORTUNITY

FOR SALE—Goss 96-page, 2-color web rotary magazine press, maximum untrimmed signature 8¼" x 12". Perfectly sound operating condition. Dismantled, stored in Chicago; so available immediately. For price and full specifications:

BOX 510, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THE CREATIVE CROWD—*Victor N. Cohen Advertising Agency's new home is in a cluster of buildings called Gockhausen on a hillside overlooking the terraine of pastoral Switzerland. Designed as a haven for creativity, the community also includes architects and designers.*

THE COHEN SHOP—*Cohen Advertising's new office in Gockhausen was designed from scratch for its creative people. The working quarters are on the second floor for the light and view advantages.*

Zurich Agency Takes to Alps to Meditate

ZURICH, April 30—"Creative atmosphere" is no mere catch-phrase in the Victor N. Cohen Advertising Agency here. The agency is quite serious about the idea.

So serious, in fact, that it has closed its offices in bustling downtown Zurich and teamed up with some other creative souls—two architects and two designers—to build their own little creative community in a pastoral setting outside the city.

Utopian as the idea sounds, the move is based on some very practical considerations, says agency owner Victor N. Cohen. With accounts like General Motors Suisse, General Electric products, Kodak, Zenith watches, Goodyear tires and Union Bank of Switzerland, he says, "our field of work isn't limited to Zurich or to Switzerland.

■ "We're part of the European economy. Therefore," he says, "we can be situated outside of the city —anywhere that communications are good." The new creative community, called Gockhausen, is actually closer to the local airport than Zurich is.

Much of the fascination in the Gockhausen development is in the startling exterior lines of the buildings, all of them oriented to the creative functions within.

The Cohen agency building is a two-story affair, the upper floor being the work area. It's divided into work areas—for account executives, research, copy, art and administrative—but no doors close off one group from the other, an arrangement Mr. Cohen hopes will maintain the atmosphere of team spirit among the shop's 21 people.

The interior of this floor is almost chastely decorated in white and grey—the color being supplied by the workers themselves, their work, designs, copy and art.

■ Contrasting with this is a flamboyantly colored lounge and canteen on the first floor. Orange doors open into the canteen and a purple runner leads to an exhibit of the work of Swiss free-lance designers. Wooly scarves, winter boots and parkas mingle in bright confusion in the cloak room as a reminder that, in spite of the sleek professionalism of the upper floor, outdoors it's winter in Switzerland.

All of the agency's personnel continue to live in or near Zurich.

Collaborating with the Cohen agency in the Gockhausen enterprise are two architects—Ruedi Brennenstuhl and Andre Studer—and two designers—Gottfried Honegger-Lavater and Karl Schmid —each of whom owns a lot on the Gockhausen site, as does Mr. Cohen.

■ Altogether about 15 buildings—the agency, studio buildings and some living quarters—will eventually be included in the little community on a hillside overlooking a valley of villages and a little lake.

"We spend an important portion of our conscious life at our working place," says Mr. Cohen. "Therefore, at work, we should strive to have things as beautiful, as comfortable and living-worthy as possible." #

Multi-Ad Services Develops New Linetone Process

Multi-Ad Services, 100 Walnut St., Peoria, Ill., has developed a new process, Linetone, to reproduce wash drawings and continuous tone photographs with a line technique instead of a halftone dot.

In addition to using the Linetone process in its own selling system and in the Clipper Creative Art Service published by Multi-Ad Services, the company is planning to do custom work in Linetone such as providing negatives from original art work, transparencies or photographs for agencies, newspapers, or advertisers in either one or multiple colors.

Griswold-Eshleman Regains Fleet-Wing Corp.

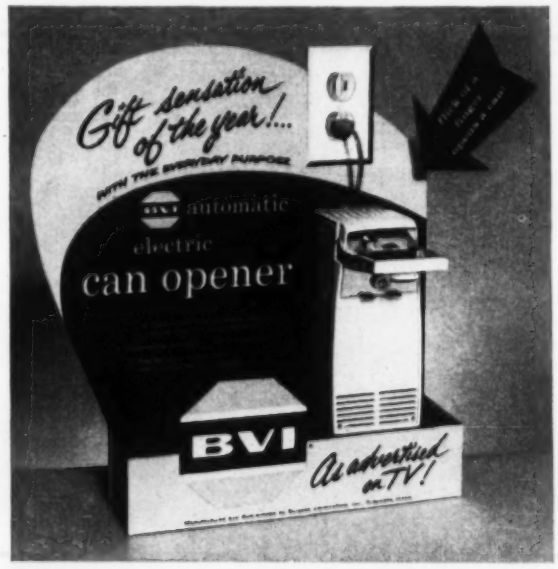
Fleet-Wing Corp., Cleveland, a petroleum products subsidiary of Standard Oil Co. (Ohio), has appointed Griswold-Eshleman Co., Cleveland, to handle its account, now billing about $250,000. David R. Buschman & Associates, Cleveland, formerly handled the account.

Griswold-Eshleman had handled the Fleet-Wing account for many years before it lost it two years ago to Clark & Bobertz, Detroit.

Carlsberg Beer to Wexton

Carlsberg Agency Inc., New York, distributor of Carlsberg beer, produced in Copenhagen, Denmark, has moved its advertising account from Wesley Associates to the Wexton Co., New York.

From the House of Ideas...



IDEAS THAT SELL... at the point-of-sale

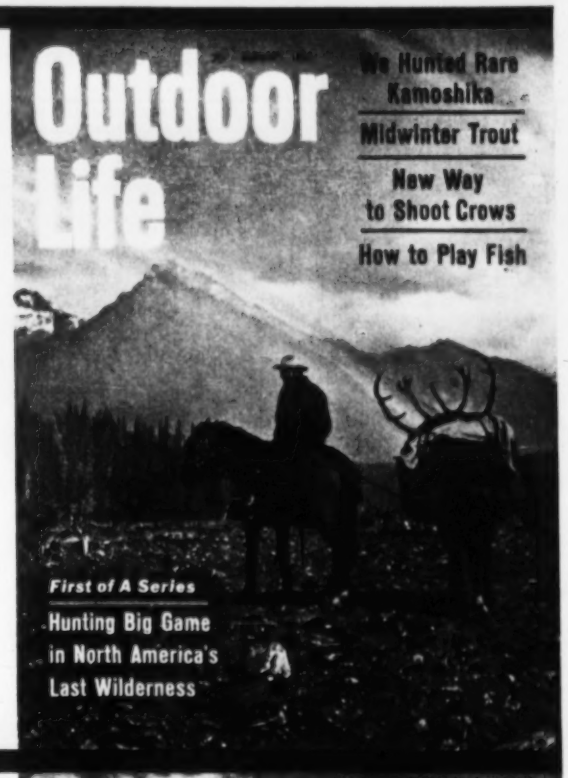
COMPELLING... TELLING... SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

All-time high 1st quarter circulation average...

1,062,684

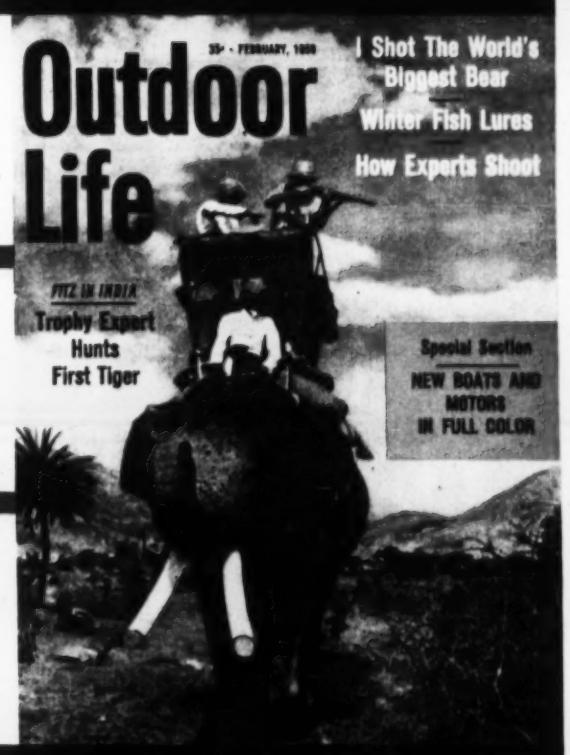

Outdoor Life
We Hunted Rare Kamoshika
Midwinter Trout
New Way to Shoot Crows
How to Play Fish
First of A Series
Hunting Big Game in North America's Last Wilderness

JANUARY **1,059,317**

FEBRUARY **1,059,119**

MARCH **1,069,616**

Per interim Publisher's Statement for 3 months ending March 31, 1959, as filed with the Audit Bureau of Circulations subject to audit.

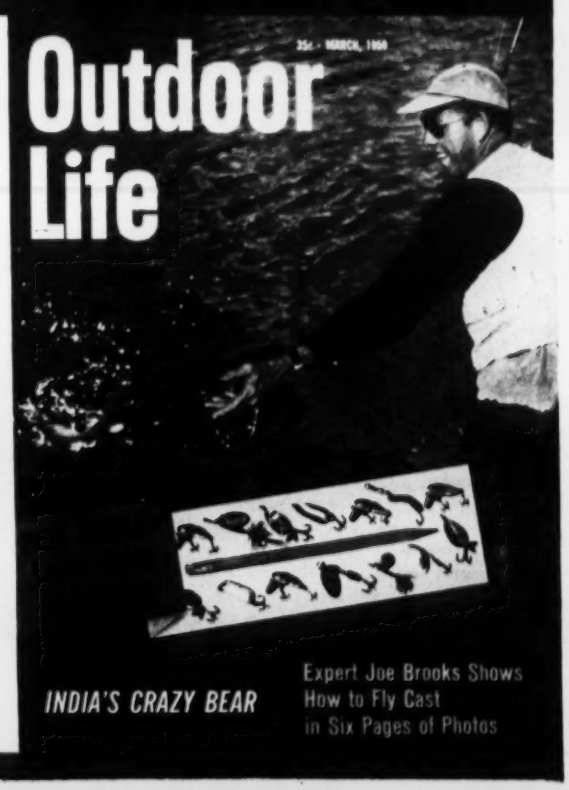


FIRST CHOICE OF DISCRIMINATING SPORTSMEN

FIRST CHOICE OF DISCRIMINATING ADVERTISERS

Outdoor Life

355 Lexington Avenue, New York 17, New York / Boston / Chicago / Cleveland
Detroit / Los Angeles / Portland, Ore. / San Francisco / Sarasota, Fla. / Seattle



Slump Leads to Ad 'Economies' That Hurt Long-Term Prospect: Martineau

Bookkeepers Lack Savvy, 'Tribune' Researcher Tells Western States Admen

PALM SPRINGS, CAL., April 28—Since the recession became a fact, bookkeepers who do not understand advertising are in charge of budgets, Pierre D. Martineau, director of research and marketing, the *Chicago Tribune*, declared in opening the ninth annual conference of the Western States Advertising Agencies Assn. here last week.

These financial people say business is in good shape because they have cut out the fat, he said. It is true they are showing profits. But in considering advertising as a cost to be cut, they are taking a short-term view at the expense of long-term prospects, Mr. Martineau said.

Mr. Martineau took his usual poke at the Claude Hopkins school of hard-sell, crediting its acceptance with being the reason so much advertising looks like other advertising. This is abetted, he said, by the management point of view, "whose rule of success is 'Am I covered?' "

He said changing social and marketing conditions result in a need for urgency in breaking out of the old complacency. If things are always as they were, advertising would need only technicians, Mr. Martineau asserted.

"It is wrong to be mired in ancestor worship," he said.

■ Among the changes enumerated by Mr. Martineau were (1) the new taste setters of suburbia, (2) the rise in purchasing power of the working class, (3) the problem of competing with more and more advertising, (4) the practical elimination of physical differences between products and (5) the development of house brands.

Mr. Martineau said that although mass media tend to picture all people as the same, they are not. This being true, it is possible for a manufacturer to carve out a segment of a market. Noting that a company like Procter & Gamble does so much advertising that it becomes effective by sheer weight, Mr. Martineau asserted the smaller advertiser thus has nothing to lose by being daring and different.

■ Advertising is now inseparable from marketing, in the view of Thomas F. Buck, advertising director, *McCall's*. Looking at the distribution picture, he pointed out that 250 chains now do 70% to 80% of the food business, thus concentrating the market in 250 corporate managements.

As a result of competition and lack of space, stores are eliminating all items but those which get the major share of sales of a given type of product, he said. This affects advertising, because advertising cannot be effective without paralleling distribution, he pointed out.

Those whose products are outside looking in must become anarchistic, because they cannot afford to allow the status quo, he asserted.

As for private brands, Mr. Buck said, they exist because they are profitable to stores. In his opinion, private labels will grow before they decrease. And, he added, if this trend continues, it may be difficult to get new product development money.

It is possible to stay ahead of private labels through consumer acceptance built by advertising, he said. Examples of this are provided in certain product classes, which include soaps, cereals, cigarets and automobiles.

■ All consumer advertising is dependent upon supporting advertising in specialized business magazines, Russell L. Putman, Putman Publishing Co., declared. No campaign can be successful unless it has the support provided by advertising to marketing, merchandising, and selling channels, he said.

Mr. Putman urged admen to discard the attitude that advertising is an intangible that cannot be measured. There is, he said, a need for better, sounder advertising research. Too much of it is intended to confuse and mislead, he feels. Speaking of mail readership research, he said much of such work is technically inaccurate and reflects returns which are atypical.

Mr. Putman said he wondered whether admen may not be lowering their own prestige by participating in the sale of useless products or wares of dubious value. He cited such practices as selling of autos for $1 down.

■ As the marketing concept becomes more widely adopted, agencies will find it imperative to understand it and become marketing managers, John McLaughlin, marketing consultant, said. This will require that agencies apply marketing concepts internally and train personnel at all levels, he said.

A result will be a need for increased services to clients, in Mr. McLaughlin's opinion. Noting the pros and cons of this viewpoint, he asserted the agency of the future may find it impossible to maintain its reputation on a creative basis only.

Actually, he said, copy and art people should be more creative when they fully understand the client's problems. Too, he asserted, agencies should recognize that right now consultants are jockeying with agencies for position in the client's marketing picture.

Since the Frey report, Mr. McLaughlin said, agencies have been more willing to ask for fees. If expanded services are offered, they can be profitable, he added.

When agencies adopt the marketing approach and integrate their operations with those of their clients, agency switching will be more costly to clients and there will be less, he predicted.

■ Leading off a session in which top management representatives expressed their views on advertising and its dimensions, F. R. Wilcox, general manager of Sunkist Growers, presented the challenge that food marketers have not yet reached anywhere near the potential of food consumption here and in the whole of the free world.

The question is, he feels, "How far should we go in advertising and merchandising?" For example, he said, only four of ten lemons produced by the co-op's members last year met Sunkist specifications. This left the problem of how to dispose of the other six lemons.

Work is being done on a second label, he said, but, he added, there is doubt this is the answer. Mr. Wilcox said experience indicates a second label doesn't help, but rather hurts. People consider it inferior and discount it. He invited anyone with a solution to come and see him.

■ Discussing changing patterns of distribution, Mr. Wilcox said that with a major share of buying now being done direct by food chains, it is important that advertising be merchandised. On this he made these comments:

• On a self selection basis, the consumer buys because she knows of the product through advertising.

• The consumer buys because she sees the product at the point of sale. This makes it essential the product be adequately displayed. Sunkist spends about 25% of its budget for this activity.

• The brand name is the most important element in the field of merchandising, he said. Hitting at private labels, Mr. Wilcox asserted that experience and analysis prove store operators make better profits when selling national brands. National brands create sales, he said, because in order to be a national brand a product must not only have advertising behind it, but it also must have developed wide consumer acceptance over a period of time.

■ Daniel P. Bryant, president, Bekins Van & Storage Co., declared that if advertising agencies want to survive in the rapidly developing "new world" they must gear to it. In his opinion, changes are such that the present organizational structure of business will probably be inadequate in the future.

"Advertising cannot assume it will not be affected. It must become something it is not now," Mr. Bryant asserted. He said he could not say what the new form should be, but, he said, it must encompass the principle of close integration with all elements of marketing. This will call for a close relationship with top management, and inclusion of advertising people in planning at all levels, Mr. Bryant said. However, he warned, this position cannot be demanded, it must be earned.

■ William C. Eldridge, William Eldridge & Co., management consultant, said there is a real need for advertising men to tie much closer to top management, because the rapid changes make it impractical to deal at the advertising manager level. He outlined these steps for agency men to take in achieving such a goal:

• The agency man must disabuse management of the notion that all admen wear gray flannel suits and sincere ties. Their approach to management should be as business men understanding their problems, rather than as "artists" or "writers."

• The agency man should tell his story in terms of what he is, and how he functions. Management has many misconceptions of the agency function, Mr. Eldridge said.

• Be careful to hire people who will fit into your organization and its objectives, he said.

• Encourage unorthodox thinking to bring management into an open-mind position, he suggested. These objectives are best achieved by thinking in terms of management rather than of the 15%, Mr. Eldridge said. On this score, he observed, it should be remembered that advertising and sales managers are employes, and their actions are usually governed by self interest.

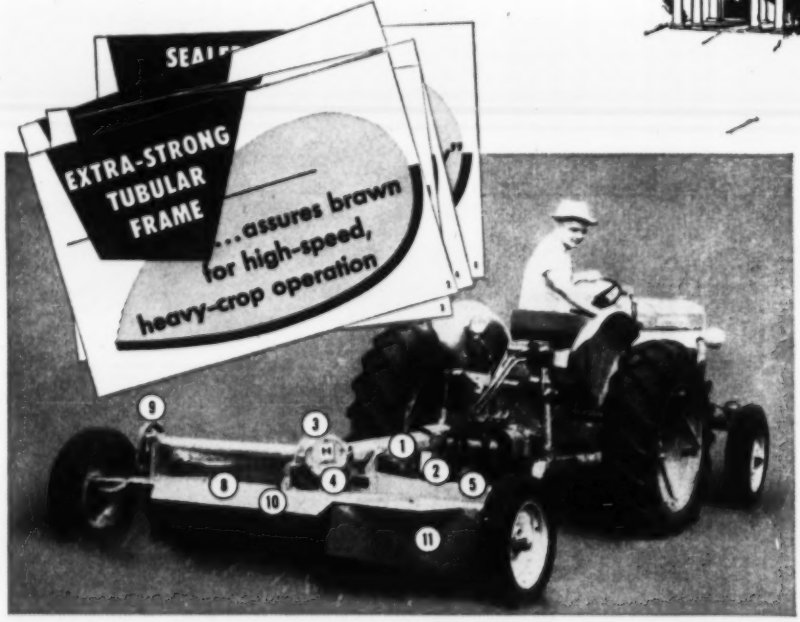
When stymied by a mediocre advertising manager, Mr. Eldridge said, and after calculating the cost of failure with the account, the agency should go around him. This will be successful, he noted, only when the agency can demonstrate that it has the management approach. #

t.f. Club Roster Printed

The t.f. Club of Chicago is mailing its 1959 roster booklet to advertisers and agencies in the Midwest. Copies are available from William O. Dannhausen, secretary-treasurer, 333 N. Michigan Ave.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

From the House of Ideas...



IDEAS THAT SELL... at the point-of-sale

IMMEDIATE FEATURE IDENTIFICATION

Pressure-sensitive, self-stik Mystik® plaques pin-point sales features for International Harvester equipment. Dealers get a complete booklet of plaques, including a numbered photograph that indicates exactly where they are to be placed. All the information is right at hand. For display ideas to sell *your* product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

Desirable territories available for experienced men. Write for details.

Trademark Mystik Registered

"I go through Ad Age thoroughly— from beginning to end"

says **JOHN B. MORRIS**
Vice-President/Marketing and Media
Norman, Craig & Kummel, Inc.

"Advertising Age is definitely must reading for me. I have it sent home, so I'll have time to read it thoroughly and not miss something I otherwise might. It's page-by-page for me—from beginning to end."

JOHN B. MORRIS

A graduate of Harvard College, where he was versatile enough to make Phi Beta Kappa and the varsity basketball team, Mr. Morris has seen marketing from both sides of the advertiser-agency fence. From 1933 until he became an Air Corps officer in 1942, he progressed from a junior sales executive to acting sales manager of the Eagle Pencil Company. On his return from military service in 1946, he accepted the position of general sales manager of the Helbros Watch Company.

In 1950, Mr. Morris joined Norman, Craig & Kummel, Inc. to head up the marketing department. Subsequently, he was assigned additional responsibilities in merchandising, media and research. He became a vice-president in 1952. Still showing marked signs of versatility, Mr. Morris says his hobbies include working with boys' clubs at a settlement house, raising plants in a New York City apartment and sports of all types—both as a participant and a spectator.

important to important people

Advertising Age
THE NATIONAL NEWSPAPER OF MARKETING
ABC Board Won't Okay How Rate Magazines Told
Sears Ward Cut Down Payments on Appliances
TV Sponsors Spending More for Same Shows
Mailing Switches by Dealers Will Test New Group
American Wine Raises Budget for New Line

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

ABC ABC NBP

Percentage of Sales Invested in Advertising in 1956-1957 for 282 Separate Product Classifications

For the third successive year, ADVERTISING AGE presents what it regards as the most comprehensive and accurate set of figures assembled on advertising expenditures in leading industrial classifications.

The newest set of figures is designated 1956-'57; in previous compilations the Internal Revenue Service designated the calendar year as its base; as companies in increasing numbers have moved to a July 1-June 30 year, however, it now designates both of the years involved. Nearly half of all companies, says IRS, now make use of a fiscal year—in most cases July 1-June 30, but, in others, beginning and ending with other months.

The percentage of sales invested in advertising for all the industrial groups, which stood at 1.09% for 1954 returns, the first for which the compilation was made, dipped to 1.07% in the 1955 returns. In the 1956-'57 listings it bounces back again to the 1.09% level.

■ These figures, based on source material on file at the Internal Revenue Service, provide an index of advertising investment for 282 product or service classifications. The basic information comes from more than 885,000 corporations, with advertising expenditures in excess of $7 billion, and was gathered by IRS from corporate income tax reports for 1956.

Like the figures for 1954 and 1955 which were published last year, this tabulation is an expansion of more general information on advertising expenditures which AA published annually for many years from the printed reports of IRS.

Because so little comprehensive information on advertising expenditure ratios is available, even the more general information published in printed form by the Internal Revenue Service was regarded as useful, even though its usefulness was impaired in many instances because industry groupings were so broad.

■ In order to obtain more significant information, ADVERTISING AGE has been permitted to go behind the published materials and examine the source books, which present the same statistics broken down to more precise industry groupings.

Whereas the published statistics cover only 77 general industry groups, it has been possible to obtain accurate information for many additional sub-groups. In dozens of instances the additional breakdowns are of great significance to those who look for an indicator of advertising expenditure ratios.

Once again, however, it is important to keep in mind the limitations that are inevitable in any statistics based on tax forms. One limitation is that the individual companies determine for themselves the kinds of expenditures they wish to classify as advertising for tax purposes.

■ As a result the figures used in this report reflect what the companies themselves regard as their advertising expenditures, and in many instances they undoubtedly include expenses other than those incurred in the purchase of time and space, or in the preparation of promotion material.

Moreover, classification impurities are also inevitable in the statistics because they are a by-product of a tax system which allows complex corporations to file consolidated reports covering all their affiliates, if they wish. Where a single report covers the total business of a corporate complex, all the activity of that corporation has been tabulated under the business activity which accounts for the largest percentage of total receipts. This necessarily results in overstatement of some industries and understatement of others.

■ Despite these limitations, results for individual industries have proven to be consistent with the best information available from other sources.

For most classifications, the ratio was computed by comparing advertising expenditures with gross receipts from sales and operations (receipts from sale of merchandise and services). Footnote at the end of the tabulation explains how percentages were arrived at for the financial, insurance, real estate and lessors of real property categories.

Industry	Per Cent
All Industrial Groups	1.09
Agriculture, Forestry, Fishing	0.64
Farms and Agricultural Services	0.66
Forestry	0.10
Fishing	0.06
Mining and Quarrying	0.15
Metal Mining	0.03
Iron	0.01
Copper, Lead, Zinc, Gold, Silver	0.02
Other Metal Mining	0.17
Anthracite Mining	0.43
Bituminous Coal and Lignite Mining	0.08
Crude Petroleum and Natural Gas Production	0.16
Crude Petroleum, Natural Gas and Natural Gasoline	0.08
Oil, Gas-Field Contact Services	0.30
Nonmetallic Mining and Quarrying	0.31
Stone, Sand and Gravel	0.25
Other Nonmetallic Mining and Quarrying	0.47
Construction	0.20
General Building Contractors	0.14
General Contractors, Not Building	0.12
General Contractors, Not Allocable	0.14
Special Trade Contractors	0.32
Other Construction	0.28
Manufacturing	1.29
Beverages	4.64
Nonalcoholic Beverages	4.71
Malt Liquors and Malt	6.69
Wines	5.04
Distilled, Rectified and Blended Liquors	2.15
Food, Kindred Products	1.99
Meat Products	0.64
Dairy Products	2.09
Canning Fruits, Vegetables and Sea Food	2.64
Grain Mill Products, Except Cereal Preparations	1.80
Bakery Products	2.68
Sugar	0.26
Confectionery	3.33
Cereal Preparations	5.02
Other Foods, Including Manufactured Ice and Flavoring Syrups	3.68
Food and Kindred Products Not Allocable	6.25
Tobacco Manufacturers	4.78
Cigars	2.35
Other Tobacco Manufacturers	4.98
Textile Mill Products	0.70
Yarn, Thread (Cotton, Wool, Silk, Synthetic Fiber)	0.52
Broad Woven Fabrics (Wool, Worsted)	0.47
Broad Woven Fabrics (Cotton)	0.48
Narrow Fabrics, Small Wares (Wool, Cotton, Silk, Synthetic Fiber)	0.32
Knit Goods	0.99
Dyeing, Finishing Textiles, Except Knit Goods	0.37
Carpets, Other Floor Coverings	1.83
Hats, Except Cloth and Millinery	1.61
Other Textile Mill Products	0.47
Textile Mill Products Not Allocable	0.55
Apparel, Products Made From Fabrics	0.95
Men's Clothing	0.94
Women's Clothing	1.06
Millinery	0.34
Fur Goods	0.68
Other Apparel and Accessories	0.98
Other Fabricated Textile Products	0.68
Apparel and Products Made From Fabrics Not Allocable	0.68
Lumber, Wood Products, Not Furniture	0.43
Logging Camps, Logging Contractors, Sawmills and Planing Mills	0.21
Millwork, Plywood, Prefabricated Structural Wood Products	0.82
Wooden Containers	0.19
Other Wood Products	0.54
Furniture and Fixtures	1.30
Furniture—House, Office, Public Building and Professional	1.32
Partitions, Shelving, Lockers; Office and Store Fixtures	0.79
Window and Door Screens, Shades, Venetian Blinds	1.75
Other Furniture and Fixtures	1.34
Paper and Allied Products	0.72
Pulp, Paper and Paperboard	0.62
Paper Bags, Paperboard Containers and Boxes	0.24
Pulp Goods and Other Converted Paper Products	1.44
Printing, Publishing, Allied Industries	0.56
Newspapers	0.09
Periodicals	0.21
Books	2.50
Commercial Printing, Including Lithographing	0.57
Other Print and Publishing	0.84
Printing, Publishing and Allied Industries, Not Allocable	1.12
Chemicals and Allied Products	3.49
Industrial Inorganic Chemicals	0.97
Industrial Organic Chemicals, Including Plastic Materials, Synthetic Rubber and Synthetic Fibers	0.88
Drugs and Medicines	10.27
Soap and Glycerin, Cleaning and Polishing Preparations, Etc.	7.76
Paints, Varnishes, Lacquers, Etc.	1.41
Perfumes, Cosmetics and Other Toilet Preparations	14.28
Fertilizers	0.45
Oils and Fats, Animal and Vegetable, Except Edible Cooking Oils	0.34
Other Chemical Products	1.50
Chemicals and Allied Products, Not Allocable	3.95
Petroleum and Coal Products	0.49
Petroleum Refining	0.48
Other Petroleum and Coal Products	0.70
Rubber Products	1.21
Tires and Inner Tubes	1.29
Other Rubber Products, Including Rubberized Fabrics and Clothing	0.99
Leather and Products	1.13
Leather, Tanned, Curried and Finished	0.37
Footwear, Except Rubber	1.31
Other Leather Products	1.19
Stone, Clay and Glass Products	0.80
Glass and Glass Products	0.90
Cement (Hydraulic)	0.28

Industry	Per Cent
Structural Clay Products	0.69
Pottery and Related Products	1.85
Concrete, Gypsum, and Plaster Products	0.83
Cut Stone and Stone Products	0.83
Abrasives, Asbestos, and Other Nonmetallic Mineral Products	0.75
Primary Metal Industries	0.32
Blast Furnaces, Steelworks and Rolling Mills	0.21
Iron and Steel Foundries	0.23
Smelting, Refining, Rolling, Drawing and Alloying of Nonferrous Metals	0.60
Nonferrous Foundries	0.41
Other Primary Metal Industries	0.33
Primary Metal Industries, Not Allocable	0.30
Fabricated Metal Products, Except Ordnance, Machinery and Transportation Equipment	1.00
Tin Cans and Other Tinware	0.29
Cutlery, Handtools and General Hardware	3.56
Heating Apparatus (Except Electrical) and Plumbers' Supplies	1.52
Fabricated Structural Metal Products	0.63
Metal Stamping, Coating and Engraving	0.51
Lighting Fixtures	1.28
Fabricated Wire Products	0.60
Other Fabricated Metal Products	0.63
Fabricated Metal Products, Not Allocable	0.65
Machinery, Except Transportation Equipment and Electrical	1.06
Engines and Turbines, Except Automotive, Aircraft and Railway	1.56
Agricultural Machinery and Tractors	0.93
Construction and Mining Machinery	0.71
Metalworking Machinery, Including Machine Tools	0.80
Special Industry Machinery	0.83
General Industry Machinery	1.08
Office and Store Machines	1.22
Service, Industry and Household Machines	1.92
Machinery, Except Transportation Equipment and Electrical, Not Allocable	1.06
Electrical Machinery and Equipment	1.79
Electrical Generating, Transmission, Distribution and Industrial Apparatus	1.67
Electrical Appliances	3.26
Insulated Wire and Cable	0.20
Electrical Equipment for Motor Vehicles, Aircraft and Railway Locomotives and Cars	1.34
Electric Lamps	0.78
Radio, Radar, Television Equipment (Except Radio Tubes) and Phonographs	2.25
Other Communication Equipment and Related Products	0.82
Other Electrical Products, Including Batteries	1.33
Electrical Machinery and Equipment, Not Allocable	2.12
Transportation Equipment, Except Motor Vehicles	0.25
Aircraft and Parts, Including Aircraft Engines	0.22
Ship and Boat Building and Repairing	0.38
Railroad Equipment, Including Locomotives and Streetcars	0.32
Motorcycles, Bicycles and Parts	0.95
Other Transportation Equipment, Except Motor Vehicles	1.56
Motor Vehicles and Equipment Except Electrical	0.60
Motor Vehicles, Including Bodies and Truck Trailers	0.59
Motor Vehicle Parts and Accessories, and Passenger Trailers	0.67
Ordnance and Accessories	0.78
Guns, Howitzers, Mortars and Related Equipment, Including Small Arms	1.96
Small Arms Ammunition	1.49
Other Ordnance and Accessories	0.35
Scientific Instruments; Photographic Equipment, Watches, Clocks	2.33
Professional, Scientific and Controlling Instruments, Including Photographic and Optical Goods	2.02
Watches, Clocks and Clockwork Operated Devices	6.16
Other Manufacturing	1.50
Jewelry (Precious Metal), Silverware, Plated Ware	2.53
Costume Jewelry, Except Precious Metal	2.17
Fabricated Plastic Products, Except Plastic Materials	0.81
Manufacturing Not Elsewhere Classified	1.50
Public Utilities	0.36
Transportation	0.40
Railroads, Railway Express	0.07
Urban, Suburban and Interurban Railways (With or Without Buses)	0.19
Trucking and Warehousing	0.32
Other Motor Vehicle Transportation, Including Taxicabs and Buses	0.68
Pipeline Transportation	0.004
Water Transportation	0.32
Air Transportation and Allied Services	2.54
Services Incidental to Transportation	0.61
Other Transportation	0.96
Communication	0.44
Telephone (Wire or Radio)	0.44
Telegraph (Wire and Radio)	0.70
Radio Broadcasting and Television	0.36
Other Communication	1.37
Electric and Gas Utilities	0.23
Electric Light and Power	0.22
Gas Production and Distribution, Except Natural Gas Production	0.25
Other Public Utilities	0.12
Water Supply	0.08
Public Utilities Not Elsewhere Classified	0.23
Trade	1.00
Wholesale	0.53
Commission Merchants	0.52
Other Wholesalers	0.54
Food	0.46
Alcoholic Beverages	1.51
Apparel and Dry Goods	0.42
Chemicals, Paints and Drugs	1.59
Hardware, Electrical Goods, Plumbing and Heating Equipment	0.58
Lumber, Mill Work and Construction Materials	0.31
Machinery and Equipment	0.49
Farm Products (Raw Material)	0.10
Wholesalers Not Elsewhere Classified	0.43
Wholesalers Not Allocable	0.29
Retail	1.48
Food	0.84
General Merchandise	2.48
Department Stores	2.66
Mail-Order Houses	7.96
Variety Stores	0.74
Other General Merchandise	1.54
Apparel and Accessories	2.55
Furniture and House Furnishings	3.23
Automotive Dealers and Filling Stations	1.05
Automobiles and Trucks	1.03
Parts, Accessories, Tires, Batteries	1.43
Filling Stations	0.90
Drug Stores	1.19
Eating and Drinking Places	0.86
Building Material and Hardware	0.75
Lumber and Building Materials	0.71
Hardware and Farm Equipment	0.87
Other Retail Trade	1.38
Liquor Stores	0.47
Jewelry Stores	4.78
Other Retail Stores	1.11
Retail Trade Not Allocable	1.09
Trade Not Allocable	1.10
Finance, Insurance, Real Estate and Lessors of Real Property	0.92
Finance	1.39
Banks and Trust Companies	1.32
Banks and Trust Companies Other Than Mutual Savings Banks	1.38
Mutual Savings Banks	0.97
Credit Agencies Other Than Banks	1.96
Savings and Loan, Building and Loan Associations	2.60
Personal Credit Agencies	2.17
Business Credit Agencies	0.52
Other Credit Agencies	1.09
Credit Agencies and Finance Not Allocable	0.87
Holding and Other Investment Companies	0.13
Operating Holding Companies	0.04
Other Investment and Holding Companies	0.14
Security and Commodity-Exchange Brokers and Dealers	1.73
Insurance Carriers and Agents	0.27
Insurance Carriers	0.19
Life Insurance Companies	——
Mutual Insurance, Except Life or Marine or Fire Insurance Companies Issuing Perpetual Policies	——
Other Insurance Carriers	0.28
Insurance Agents and Brokers	1.21
Real Estate, Except Lessors of Real Property Other Than Buildings	1.03
Real Estate Operators, Including Lessors of Buildings	0.27
Developers of Real Property, Including Traders on Own Account	1.72
Real Estate Agents, Brokers and Managers	7.09
Title Abstract Companies	1.23
Other Real Estate, Except Lessors of Real Property Other Than Buildings	3.25
Lessors of Real Property, Except Buildings	0.56
Agricultural, Forest and Similar Properties	——
Mining, Oil and Similar Properties	0.90
Railroad Property	0.001
Public Utility Property	——
Other Real Property, Except Buildings	0.08
Services	1.73
Hotel and Other Lodging Places	2.16
Personal Services	1.64
Laundries, Cleaners and Dyers	1.18
Photographic Studios, Including Commercial Photography	1.54
Other Personal Services	3.29
Business Services	0.88
Advertising	0.54
Other Business Services	1.23
Automotive Repair Services and Garages	0.99
Miscellaneous Repair Services, Hand Trades	0.88
Motion Pictures	3.56
Motion Picture Production	2.03
Motion Picture Theaters	5.66
Amusement, Except Motion Pictures	2.45
Other Services, Including Schools	1.31
Nature of Business Not Allocable	1.57

NOTE: Percentages shown for the "Finance, Insurance, Real Estate and Lessors of Real Property" category, and the 32 sub-groups under this main category, are percentages of total compiled receipts, which include interest, dividends, royalties, etc., as well as sales.

Popcorn Institute to O'Keefe

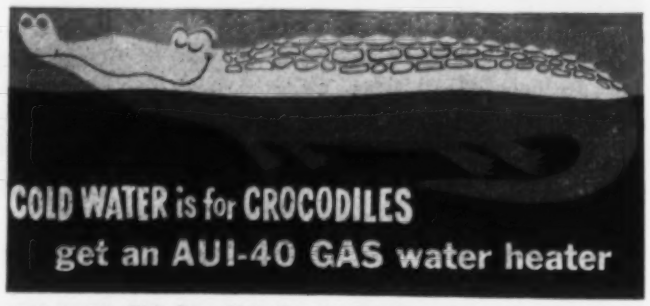
The Popcorn Institute, Chicago, has named Ray O'Keefe Advertising, Chicago, to handle its advertising and public relations. The institute formerly was a direct advertiser. The agency's first major assignment is in connection with National Popcorn Week, to be celebrated the week before Thanksgiving.

LANGUAGE

Screen process can print in any language! Many or few and economical too!

Put Punch in Point-of-Purchase

POINT OF PURCHASE COMMITTEE • SPPA



COLD WATER—*This East Ohio Gas Co. 30-sheet poster is appearing in 200 northeastern Ohio locations. A comparatively new process was used to create effect of partially submerged crocodile, says Ketchum, MacLeod & Grove, the agency. Crocodile was printed first in green Day-Glo, then underwater portion was overprinted with transparent blue ink, giving appearance of daylight and underwater luminescence.*

Carey Retires at WIND

John T. Carey, sales manager of WIND, Chicago radio station, has retired, due to ill health, after 24 years in that post. He will locate in a warmer climate after an extended vacation. No successor has been named.

Coming Conventions

*Indicates first listing in this column.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 4-9. Advertising Research Foundation, "Operations Research" seminar, Cleveland.

May 6-8. American Public Relations Assn., International Conference, Diplomat Hotel and Country Club, Hollywood Beach, Fla.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

*June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

*Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

*Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 29-Oct. 3. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Skimping isn't saving...

Cutting corners, sparing skills or time, substituting cheap or shoddy materials... usually turns out a production job that costs the buyer more. Skimping isn't saving if a publication loses prestige by giving the public poorer quality.

More than twenty years ago, Intaglio pioneered in quality gravure production for the largest magazines and newspaper gravure supplements, built its reputation by constantly devising and developing better methods and techniques, improving the skills which improve gravure.

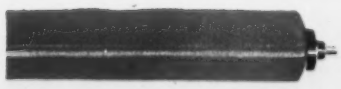
To deliver the finest, Intaglio never skimps on hours or knowledge... is always glad to give all stages of production the extra attention and effort that assures the best in graphic reproduction.

Our gravure craftsmen have the highest professional standards. They work with the most modern equipment, often designed by ourselves. They take the time to do gravure right, and their excellence brings Intaglio the largest share of fine quality gravure production.

Intaglio assumes all the headaches of gravure, for editorial or advertising... starts with your copy or art, makes color separations, delivers full-value positives and color proofs for your approval and printers' guides.

WITH a staff of more than four hundred experienced craftsmen at work in four strategically located plants... in New York, Chicago, Detroit and Cincinnati... Intaglio provides consistent high quality with economy... has the competence which assures the best!

Our seven offices are at your service.



Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—731 Plymouth Court, Chicago—1828 Lewis Tower Bldg., Philadelphia—40 Hague Ave., Detroit 369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles

FWD Corp. Names McCarthy

FWD Corp., Clintonville, Wis., manufacturer of heavy-duty vehicle equipment, has named Hubert McCarthy to head the new market and distribution research department. He formerly was marketing research analyst at Raymond Corp., Greene, N.Y.

King Joins Thompson

Henry B. King, managing director of the Super Market Institute, Chicago, will join J. Walter Thompson Co., New York, in May in "an executive marketing capacity." No changes will be made by the institute until after its annual convention May 24-27.

Name Change, Dues Hike, Chapter Liaison Plan Are on NIAA Agenda

(*Continued from Page 2*)
members. These would be accepted on a company basis and open only to advertisers, to advertising, market research or counseling agencies, and to home office, policy-making management of media.

■ In addition to the foregoing, NIAA members will be asked to ratify three motions passed by the executive committee concerning the Industrial Advertising Research Institute, Princeton, N. J.

• The first motion rejects the suggestion that the institute be incorporated as a separate entity.

• The second motion clarifies NIAA's technical responsibility for the financial obligations of the institute.

• The third motion stipulates that a new paragraph be added to Article X of the NIAA by-laws to specify that "all contracts, mortgages, leases and deeds of the institute shall be executed by NIAA as the corporation which is legally liable for all of the contracts of the institute, and shall be signed jointly by the president of NIAA and a person designated by the board of trustees of the institute to sign the same, except that the board of trustees of the institute may continue to authorize the execution of checks, notes, and drafts on the institute's funds in the usual conduct of its business."

■ The recommendations for changing the organizational operation of NIAA are the result of almost a year's work by the organization-development committee, headed by W. T. Jensen, vp of the Rumrill Co., Rochester, N. Y. Its findings are based on a questionnaire, to which 1,565 NIAA members responded; discussions with 60 chapter representatives; and a good deal of correspondence.

It will be recalled that following the rejection of the controversial proposal to change NIAA into an International Society for Industrial Marketing at last year's convention, many members felt that a number of the features in that proposal should be salvaged and used by NIAA. In consequence, the organization development committee was formed. The current recommendations are said to be more or less a consensus of what members want NIAA to do.

■ In addition to the proposals outlined above, it is recommended that NIAA offer guidance in planning chapter programs; that the headquarters office devise improved methods to promote and provide communication among the chapters; and that more effective means be created to communicate the association's plans, activities and accomplishments to chapters and members.

The proposed advisory planning committee, as projected, would assess the relative value of all projects and activities, designate how each can best be carried out and present a semi-annual report to the executive committee.

This advisory committee would be appointed by the executive committee and would consist of ten persons, at least eight of whom would be association members and two would be selected non-members who might be in government, in education or in a foundation.

It is also recommended that other sources of revenue for the association be investigated that are in harmony with the purposes of the association.

■ The slate of NIAA officers to be voted on at the June convention in San Francisco include:

For board chairman—Harold A. Harty, advertising and sales promotion manager, Wolverine tube division and Calumet division of Calumet & Hecla, Allen Park, Mich.

For vice-chairman—Jay M. Sharp, advertising promotion manager, Aluminum Co. of America, Pittsburgh.

For vps—George D. Billings, advertising manager and public relations director, G. H. Tennant Co., Minneapolis; James E. Borendame, director of marketing services, Acme Steel Co., Chicago; Charles C. Wardell, advertising manager, Hyatt bearings division, General Motors Corp., Harrison, N. J.; and Jordan D. Wood, advertising manager, Jones & Lamson Machine Co., Springfield, Vt.

For secretary-treasurer—Michael J. Turner, senior vp and a director, G. M. Basford Co., New York.

For associate director—Ray Richards, vp and a director, Conover-Mast Publications, and publisher of *Purchasing*, New York.

For director-at-large—A. Boyce Craig Jr., advertising manager and director of public relations, Ingalls Industries, Birmingham, Ala.

ABC Issues First Booklet of Educational Series

The Audit Bureau of Circulations, Chicago, has issued a booklet "An ABC Guide to Daily Newspaper Reports," the first of five booklets designed to explain the information in ABC audit reports and publishers' statements, and the ways this information is used in media selection.

Educational seminar programs, to include visual presentation to accompany the booklets on daily newspapers, are expected to be available to media buying groups and agency and advertiser media departments late this summer. Forthcoming booklets will cover magazines, farm publications, business publications and weekly newspapers. Copies of the booklet on dailies are being distributed to members. Additional copies will be available from ABC.

Tillamook Contest Set

A contest keyed to the theme, "Be Our Guest" at the Oregon Centennial Exposition in Portland this summer, has been launched on behalf of Tillamook cheese. Promotion is via newspapers in Oregon, California, Arizona, Nevada, Idaho and Washington. Top prize for completing the sentence, "I would like to be an official guest of Tillamook and the Oregon Centennial Exposition because . . . " is a two-week paid vacation in Oregon during the centennial. Entries must be accompanied by a portion of a Tillamook cheese label. Showalter Lynch Advertising Agency, Portland, is handling the promotion.

Marquis Joins Macon Smith

Harold H. Marquis, formerly a partner in the defunct West-Marquis, has been appointed a vp of Macon Smith & Co., San Francisco corporate finance consultant.

St. Anthony MESSENGER
National Catholic Family Magazine
Are you one of our successful advertisers?
JULY ISSUE CLOSING MAY 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

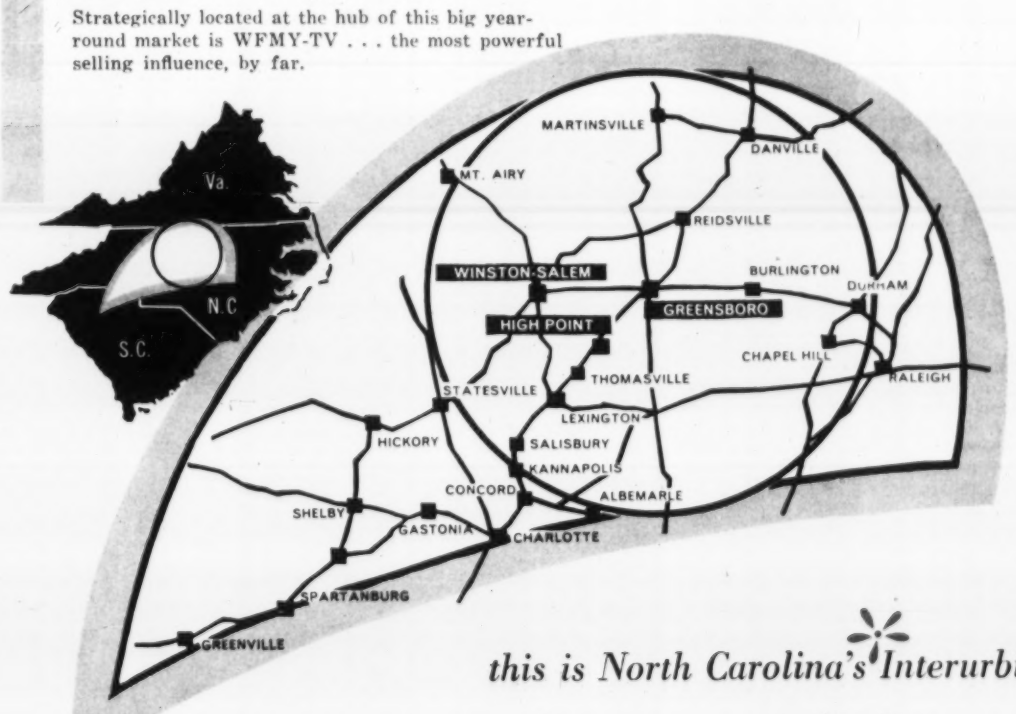
this is the Piedmont Industrial Crescent

The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

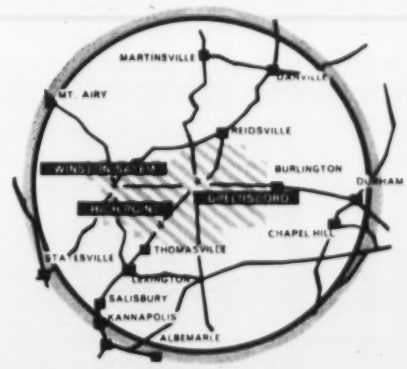
Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

and it's dominated by
wfmy-tv



this is North Carolina's Interurbia

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



CBS

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

Marketing Hassle Leads Weiner to Resign Blitz Beer

(Continued from Page 3)
begin marketing the beer in New York, Chicago, Los Angeles and San Francisco, and back the product with 13 pages in *The New Yorker*. But Blitz-Weinhard got cold feet and shelved the product."

■ Asked if the agency had exceeded Blitz-Weinhard's ad budget last year by buying a radio show called "Oregon, Oregon," Mr. Weiner admitted this had happened but he added that the client "was not too disturbed" and that he felt the brewer "got a lot of mileage out of the show."

Weiner & Gossage has been handling the account since Jan. 1, 1957, when it acquired the brewer from Cole & Weber. Blitz-Weinhard just completed a campaign begun in March, 1958 (AA, March 17, '58) in which it has given away more than 100,000 tiny fir trees.

■ F. G. Wessinger, vp of advertising for Blitz-Weinhard, told Advertising Age that he thought Weiner & Gossage had done "a wonderful job in creating excitement" for the company's products but added that he felt that the agency "wasn't geared to handle all phases of a beer account."

"We thought that there were specific things that should be done in our over-all advertising program that the agency had different ideas about," Mr. Wessinger said. "We wanted to solve our problems one way, and the agency thought they should be handled a different way.

"Exciting ads don't always work for selling beer," Mr. Wessinger added. "We felt that we should have more sell in our ads and the agency disagreed with us."

■ Meanwhile, Johnson & Lewis has made several executive appointments.

Courtenay Moon has been named vp and creative director; Robert Footman has been appointed vp and account supervisor, and Arthur Sawyer has been named media director. Mr. Moon formerly was a vp and director of the copy and tv departments of Guild, Bascom & Bonfigli. Mr. Footman previously was a vp and account supervisor of Guild, Bascom. Mr. Sawyer formerly was a media buyer of Young & Rubicam.

Haiden Ritchie, assistant to the president and secretary of the agency, and Walter E. Terry, general manager and treasurer, have been named vps.

Mr. Short, who left Guild, Bascom as marketing director to join Heidelberg Brewing Co., now the Heidelberg division of Carling Brewing Co., worked very closely with Mr. Moon and Mr. Footman at Guild, Bascom, agency for the Heidelberg account. Mr. Footman will be account supervisor on Blitz-Weinhard. #

Bresnick Co. Adds Two

William H. Lucas, account executive, and Robert J. Crowley, copywriter, have joined Bresnick Co., Boston. Mr. Lucas was formerly assistant advertising manager of Schick Inc., Lancaster, Pa. Mr. Crowley was with J. Walter Thompson Co., New York.

'Esquire' Adds Midwest Edition

Esquire, effective with the September issue, will offer advertisers a nine-state midwestern edition. Rate for the regional edition, based on a circulation guarantee of 150,000, will be $1,500 per b&w page.

Revlon Gets Damages Award

New York Supreme Court has awarded Revlon Inc., New York, $9,139.47 as compensatory damages and counsel fees against eight defendants for violating fair trade regulations. In addition, permanent injunctions were issued against the defendants. Revlon attorneys said this was the first time in the court's history that a plaintiff in a fair trade case has been given compensatory damages as a result of loss through retail sales below fair trade prices. The court also ruled that the operation by Revlon of its Fifth Ave. salon was no bar to enforcement of fair trade prices set by Revlon. This had been the defendants' main contention.

AHP Sales, Net Set Record

Sales of American Home Products Corp., New York, increased 8% in 1958 for a record total of $402,133,504. Earnings were $42,435,683, an increase of almost 10% over the preceding year. Business was divided among the company's divisions approximately as follows: Ethical drugs 46%; packaged drugs and cosmetics 21%; household products 17%, and foods 16%.

Fenton & Vinson Now in L. A.

Fenton & Vinson, San Diego, Cal., have opened a Los Angeles area service office at 122 W. Fifth St., Long Beach. Heading up the new office is Robert P. Graham, formerly western manager of Morrison-Gottlieb, New York pr agency.

Freeman Boosts Holsinger

Max F. Holsinger, who has spent the past two years in Europe working on the development of Miller Freeman Publications' European operations, has been appointed vp of international operations of the San Francisco publisher.

USE "THE MOST

Because . . .

YOU GET THE MOST

SELLING

SPEED!

Make this the year you break through the unsound barrier of old-fashioned closing date restrictions. Build your strategy around The Wall Street Journal's speed and you'll be selling before your competitors get insertion proofs! The Wall Street Journal's daily frequency and short closing dates add jet power to your marketing maneuverability. Nothing else like it is on the business scene. And best of all is The Journal's unexcelled audience. They're the men you want most to reach any way . . . and The Journal without question is the way. These key executives choose The Wall Street Journal, from among all newspapers and magazines, as being "The Most Useful One."

FTC 'Over-Protection' Creates 'Race of Idiot Consumers,' Retailer Charges

(*Continued from Page 2*)

Bros., FTC said the firm falsely implied that consumers could "save $80" from regular prices by buying various pieces of furniture at the advertised price.

Curtis Bros. replied that the term "regular," as used in the trade, does not mean the price regularly charged, but means the price the furniture could be sold for if the regular mark-up was applied. The company insisted any member of the public who inquired would be so informed.

Turning to FTC's "Guides Against Deceptive Pricing," Curtis Bros. complained that FTC gives no significance to words and practices existing and applied in competitive business.

"Both business and the public have over the years taken into consideration the fact that advertising claims are advertising claims and not scripture, and purchasers investigate and shop subsequent to exposure to such claims. And when an individual buys, he knows what he buys and what he pays. The purchasing public is not the dumb animal characterized by the policy of the Federal Trade Commission in its complaints, regulations and 'Guides Against Deceptive Pricing'," the company said.

■ "The fact that such members of the public as the Federal Trade Commission seeks to protect can read the advertising of the respondent and others demonstrates that they are not so ignorant of the facts of life that without the assistance of the Federal Trade Commission they will be unable to make the usual purchases of furniture and other equipment without suffering injury or prejudice," the statement continued.

"The over-protective, over-regulatory, arbitrary and capricious approach made by the Federal Trade Commission in the field of advertising by highly competitive retail businesses will ultimately result in producing a race of idiot consumers or purchasers who will be at the mercy of merchants in every country except America, and it is unfair to the tourist American to provide a purchaser's utopia in this country that will leave him unprepared to purchase commodities or to do business anywhere else in the world.

■ "It would be much better to educate the consumer than to destroy the established practices that have developed through the years in the various trades and businesses, especially since the public, business men and everyone concerned know the practices and accept the same as part of the American way of life."

The answer also objected to the fact that FTC lodged complaints against Curtis Bros. while other companies continue to use similar kinds of ads. All competitors are making similar claims, Curtis Bros. said, and to forbid Curtis Bros. to use such advertising "is analogous to tying a boxer's hands behind his back and pushing him into a ring where an opponent has both hands free and instructing the hand-tied fighter to 'get in there and fight'." #

Norge Sets $1,000,000 Drive

The Norge division of Borg-Warner Corp., Chicago, has set a $1,000,000 newspaper advertising campaign in 350 markets, biggest local ad barrage in four years, to begin in late May. Factory-paid, 1,200-line dealer listing ads for Norge refrigerators will be supplemented by dealer co-op advertising during alternate weeks. The ads will say, "All Norge appliances are sold, serviced and guaranteed by your Norge dealer." Keyes, Madden & Jones is the agency.

USEFUL ONE" MOST

THE WALL STREET JOURNAL

What's News—

Everywhere Executives Say

THIS ONE IS "THE MOST USEFUL ONE."

Published at:

Eastern Edition NEW YORK & WASHINGTON, D. C. 44 Broad St. • 1015 14th St., N.W.

Midwest Edition CHICAGO 711 W. Monroe St.

Southwest Edition DALLAS 911 Young St.

Pacific Coast Edition SAN FRANCISCO 1540 Market St.

© Dow Jones & Company, Inc. 1959

Just like the pied piper and his fife . . .

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

PHOTO REVIEW OF THE WEEK

POSTAL PROBLEMS—*Paul Greenberg (right), managing director of Stanfield, Johnson & Hill, Montreal, confers in New York with Robert K. Christenberry, acting postmaster of the City of New York. The Canadian agency man was recently named chairman of a liaison group making a study of Canadian and U. S. regulations covering direct mail advertising.*

Borden Faber Levine Chait

FIRST MEETING—*The newly created plans board of Lawrence G. Chait & Co., New York, specialist in direct mail advertising and mail order promotions, includes Frederick Borden, copy chief; Blaine G. Faber, vp in charge of new business development; Saul Levine, vp and creative director, and Lawrence G. Chait, president.*

Chesley Linen Herbert Pierce Myers O'Connor Hanson Schruth Mithun Foote Thees Taylor Fisher

MEDIA—*The Four A's convention was an excellent opportunity for representatives of the various media and agency people to get together. Hob-nobbing during free time were Harry Chesley, D'Arcy Advertising Co.; James Linen and Marvin Pierce, Time Inc.; John Herbert, The American Weekly; Vern Myers, Look; J. P. O'Connor, Institute of Practitioners in Advertising, London, England; Donald Hanson, Woman's Day; Peter Schruth, Curtis Publishing Co.; Ray Mithun, Campbell-Mithun; Emerson Foote, McCann-Erickson; John Thees and Frank Taylor, New York Herald Tribune, and Shelton Fisher, McGraw-Hill.*

Tucker Ganick Wallace Egan Sharp Allen Weaver Cary

STROLL—*Relaxing between Four A's sessions were D. D. Tucker, Meredith Publishing Co.; William H. Ganick and Harold R. Wallace, both of Harold Cabot & Co.; James Egan, Doherty, Clifford, Steers & Shenfield; Jay Sharp, Aluminum Co. of America; Bob Allen, Fuller & Smith & Ross; William A. Weaver, Griswold-Eshleman, and Strother Cary, Leo Burnett Co. The convention was held at the Greenbrier Hotel in White Sulphur Springs, W. Va.*

Valenstein Hook Mrs. Ogilvy Mrs. Stowell Mr. Stowell Graham Layman Block Clifford Steers Ganger

BREAK—*Milling around between breaks at the Four A's convention offered opportunity for coffee and talk. Here are Charles Hook, Kudner Agency; Mr. and Mrs. Esty Stowell (he's with Ogilvy, Benson & Mather). Flanking Mr. Hook in the background are Larry Valenstein, Grey Advertising, and Mrs. David Ogilvy. Next in line are Bob Graham, Gray & Rogers; Lendell Layman, Henry A. Loudon Advertising; Frank Block, Frank Block Associates; Donald Clifford and William Steers, Doherty, Clifford, Steers & Shenfield; Bob Ganger, D'Arcy Advertising Co., newly elected chairman of the American Assn. of Advertising Agencies.*

Harding Brorby Motley Clipp Van Arsdale Wells Waddell Dane Cashin Coste Mr. & Mrs. Sheehan

TALK—*The balmy weather inspired talk and relaxation at the Four A's convention. Here are Harry Harding, Young & Rubicam; Mel Brorby, Needham, Louis & Brorby; Arthur (Red) Motley, Parade; Roger Clipp, Triangle Publications; J. R. Van Arsdale and James G. Wells, Rumrill Co.; Harry Waddell, McGraw-Hill; Maxwell Dane, Doyle Dane Bernbach Inc.; Ed Cashin, Batten, Barton, Durstine & Osborn; Felix Coste, Outdoor Advertising Inc.; Mr. and Mrs. John R. Sheehan (he's with Television Bureau of Advertising).*

the one to grow on

1958
$9,422,823*
(15th among all magazines)

1957
$6,681,228
(21st among all magazines)

1956
$4,566,529
(28th among all magazines)

1955
$2,946,955
(39th among all magazines)

AD REVENUE

*And first quarter of 1959 is again up, by 25%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. And in the past decade, the number of these families has increased 8 times as fast as the rest of the population. Strengthen your media list by adding the one to grow on—

SPORTS ILLUSTRATED

'Bury' Net Radio Now, Mogul Urges Broadcast Field

(Continued from Page 3)

searches, more subsidies for potentially productive writers and the like," he continued.

The agency executive said that print media are making capital out of the spiraling cost of network television. He said the number of advertisers exiting from the medium doesn't constitute a mass exodus, "but that it does indicate that television is in danger of pricing itself out of the market as far as a great number of medium-size advertisers are concerned."

■ Other problem areas touched on by Mr. Mogul were:

• **Negative approach to media selling**—The average presentation is a "compendium of statistical evidence that does everything but convict the competition for daring to take all or part of an advertiser's budget in a futile cause."

• **Multiple spotting**—This issue "must be resolved now before the increasingly evident signs of restiveness in the Federal Communications Commission and the Congress develop into unwanted and unnecessary legislative action designed to curb the abuses."

• **Dual vs. single rates for radio and tv**—"We've learned from continuing studies on the subject that most retail advertisers could not afford to remain on radio under a national rate.

"It's true that some stations with only one rate are successfully used by some retailers, but these are in the minority. It occurs only when the station's audience and rates are such that if a two-rate structure were declared, it would be a result of maintaining the present rate of the retailer and increasing the rate of the national advertiser." #

Rex Joins Rosenbloom

Mrs. Alice Rex has joined Irving J. Rosenbloom & Associates, Chicago, as director of publicity and public relations. Mrs. Rex previously was with McCann-Erickson in Chicago and Detroit and with Kenyon & Eckhardt in Detroit.

John Heaney Joins Grant

John W. Heaney Jr., formerly with Ralf Shockey & Associates, has joined Grant Advertising, New York, as public relations director.

CARTOONS READY TO USE

Save money and time with the original classified art clip service. New drawings every month. Write for details to:

ART MART SERVICE P. O. Box 2121 Dallas 1, Texas

Department Store Sales . . .

Sales Rise 4% in Week Ended April 25

WASHINGTON, April 30—Department store sales across the nation in the week ended April 25 were 4% ahead of sales for the previous year, according to the Federal Reserve Board.

Sales for the four weeks to that date were 3% ahead and for the year to date, 8% ahead.

■ Sales for Philadelphia were 1% behind a year ago for the April 25 week. Figures for the New York district are not available at this time. For the remaining districts sales were all ahead, as follows: Boston, 6%; Cleveland 1%; Richmond, 1%; Atlanta, 2%; Chicago, 6%; St. Louis, 2%; Minneapolis, 3%; Kansas City, 8%; Dallas, 9%, and San Francisco, 4%.

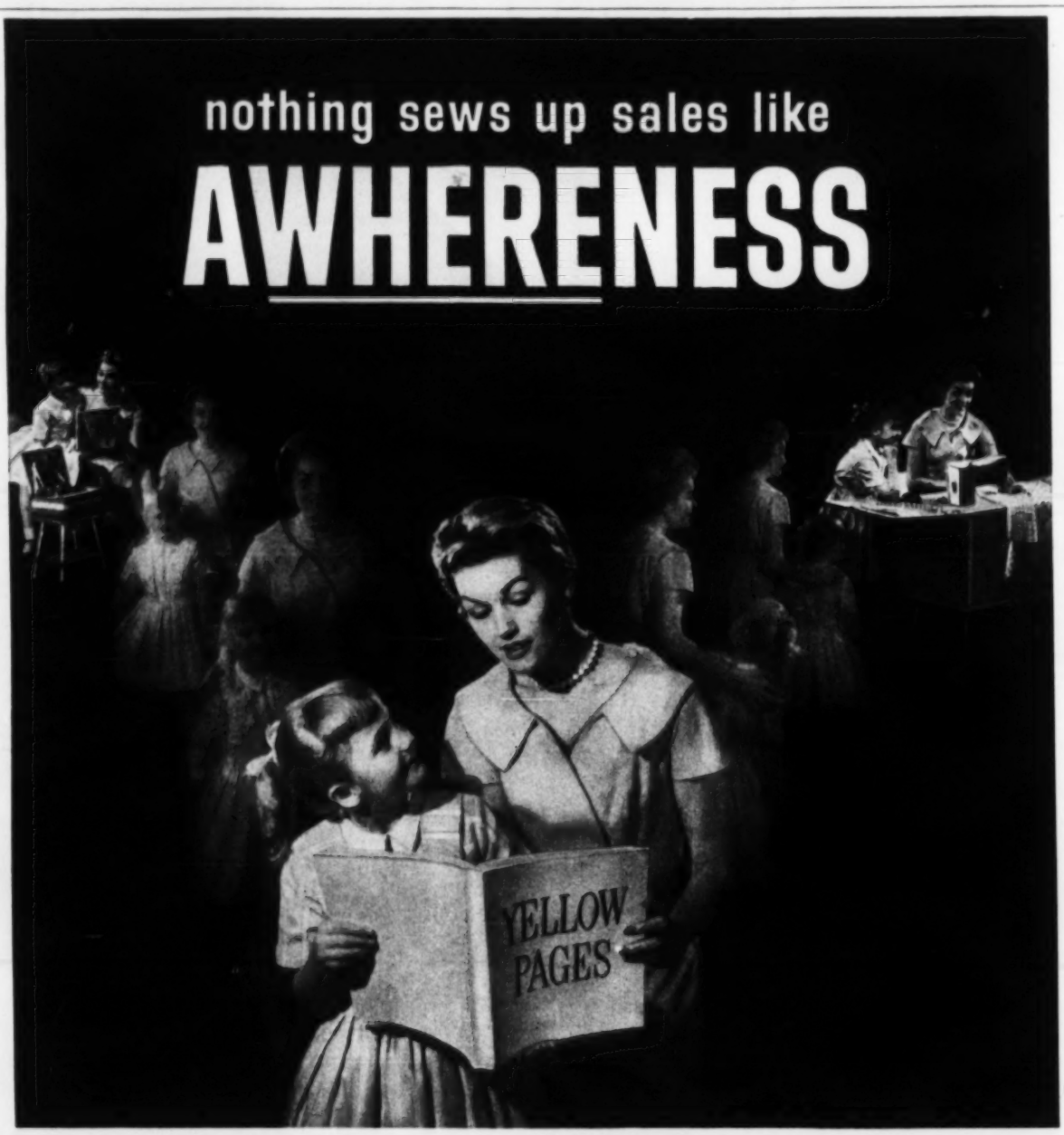
Detailed breakdown of these figures will not be available until next week. For the prior two weeks, sales were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending April 11	% Change from '58 Week Ending April 18
UNITED STATES	+18	+ 6
Boston District	+25	— 3
Boston	+23	+ 2
Downtown Boston	+16	— 2
Suburban Boston	+37	+10
Cambridge	+17	+ 8
Quincy	+48	+14
Lowell	+26	—14
City		
Springfield	+ 4	—13
New York District	+18	+ 8
Metropolitan Areas		
Buffalo	r+17	+ 9
New York-N.E.		
New Jersey	+18	+ 9
Newark	r+15	+25
New York	+15	+ 4
Rochester	r+23	— 4
Syracuse	+18	+ 8
Philadelphia District	r+32	— 2
Metropolitan Areas		
Wilmington	+21	+ 9
Trenton	r+14	— 8
Lancaster	r+23	+17
Philadelphia	r+34	— 4
Reading	+47	+ 1
Scranton	+42	— 1
Wilkes-Barre—Hazleton	+ 8	+23
Cleveland District	r+23	+13
Metropolitan Areas		
Lexington	+13	+37
Canton	+35	— 1
Cincinnati	+15	+ 8
Cleveland	+36	+ 8
Downtown Cleveland	+37	+ 7
Columbus	+19	+ 8
Springfield	+35	— 7
Youngstown	+18	+14
Erie	+21	+13
Pittsburgh	+18	+27
Downtown Pittsburgh	+18	+24
Wheeling-Steubenville	+26	+ 5
Richmond District	+15	— 6
Metropolitan Areas		
Washington	+12	—10
Downtown Washington	r+ 3	—12
Baltimore	+20	— 5
Downtown Baltimore	r+11	—17
Richmond	+11	0
Atlanta District	+18	+ 7
Metropolitan Areas		
Birmingham	+16	+11
Mobile	+39	+ 1
Jacksonville	+22	+10
Miami	+ 6	+ 4
Downtown Miami	+ 1	— 1
Atlanta	+20	+ 9
Augusta	+30	+17
Columbus	+ 7	—11
New Orleans	+33	+ 8
Knoxville	r+ 2	+ 5
Chicago District	+14	+ 8
Metropolitan Areas		
Chicago	+10	+ 3
Indianapolis	+14	+ 6
Detroit	+17	+22
Grand Rapids	+ 9	+16
Milwaukee	+16	— 4
St. Louis District	+13	+ 6
Metropolitan Areas		
Little Rock	+13	+23
Louisville	+11	+17
St. Louis	+11	+ 1
Memphis	+19	+13
Minneapolis District	+ 5	+ 8
Metropolitan Areas		
Mpls.-St. Paul	+ 5	+ 8
Mpls. and Suburbs	+ 3	+ 2
St. Paul	+12	+20
Cities		
Duluth-Superior	— 1	+ 1
Kansas City District	r+11	+ 5
Metropolitan Areas		
Denver	+ 6	+10
Topeka	+13	— 9
Wichita	+14	— 8
Kansas City	+10	+ 7
Downtown Kansas City	— 4	— 3
St. Joseph	r+20	— 5
Lincoln	+ 7	— 1
Albuquerque	r+27	+ 6
Oklahoma City	+25	+17
Tulsa	+14	+ 6
City		
Joplin	— 2	— 4
Dallas District	+17	+ 7
Metropolitan Areas		
Dallas	+14	+11
El Paso	+14	— 4
Fort Worth	+10	+ 5
Houston	+25	+15
San Antonio	+11	+ 5
San Francisco District	+13	+ 4
Metropolitan Areas		
Los Angeles-Long Beach	+10	+ 3
Downtown Los Angeles	— 2	— 4
Westside Los Angeles	+ 5	—14
Sacramento	+23	+15
San Diego	+24	+ 5
San Francisco-Oakland	+13	+ 2
San Francisco City	+14	+ 2
Oakland	+ 2	— 8
San Jose	+15	+15
Portland	+ 7	+ 5
Salt Lake City	+24	+ 5
Seattle	+13	— 1
Spokane	+ 9	+ 6
Tacoma	+10	+21

r—Revised. *Data not available. [1] During March and April changes from a year ago reflect in part the fact that last year Easter was on April 6 while this year it was on March 29. For this reason it is estimated that in comparison with last year an allowance should be made for an increase in sales of about 2 per cent for the month of March as a whole and a corresponding decrease for the month of April.

nothing sews up sales like

AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

From Sewing Machines to Window Screens... Dressmaking to Diamond Rings . . . whatever you sell, wherever it's sold, sew-up bigger sales by adding AWHERENESS to your advertising plan. Use the Yellow Pages—the shopping guide that tells prospects *where* to buy what you sell.

For manufacturers of brand-name products, Trade Mark Service in the Yellow Pages tells buyers where to find his local outlets. For the local businessman, Yellow Pages advertising tells his community of the products and the services he offers.

Ask the Yellow Pages man to pattern an AWHERENESS sales program to fit your needs. Call him at your local Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

FULLER & SMITH & ROSS & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy & Emmy

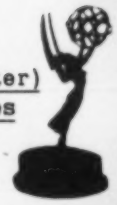
(If you've lost count, it's 11 nominations!)

11 Nominations for Emmy Awards from the Academy of Television Arts and Sciences! We're happy for everyone ...the nominees; Screen Gems and CBS-TV--Paisano Productions; and of course, our clients, the sponsors, Alcoa and Libbey-Owens-Ford.

1

Best Dramatic Series (less than hour)
"Alcoa-Goodyear Theatre" --NBC

2



Best Actor in a Leading Role (Continuing Character) in a Dramatic Series
Raymond Burr, "Perry Mason"--CBS

3

Best Single Performance by an Actor
Mickey Rooney, "Eddie" "Alcoa-Goodyear Theatre" --NBC

4

Best Writing of a Single Program of a Dramatic Series (less than hour)
Christopher Knopf, "The Loudmouth", "Alcoa-Goodyear Theatre" --NBC

5

Best Writing of a Single Program of a Dramatic Series (less than hour)
Alfred Brenner, Ken Hughes, "Eddie" "Alcoa-Goodyear Theatre" --NBC

6

Best Supporting Actress (Continuing Character) in a Dramatic Series
Barbara Hale, "Perry Mason"--CBS

7

Best Supporting Actor (Continuing Character) in a Dramatic Series
William Hopper, "Perry Mason"--CBS

8

Best Direction of a Single Program of a Dramatic Series (less than hour)
Jack Smight, "Eddie" "Alcoa-Goodyear Theatre" --NBC

9

Best Art Direction in a TV Film
"Corporal Hardy", "Alcoa-Goodyear Theatre"
John McCormack--NBC

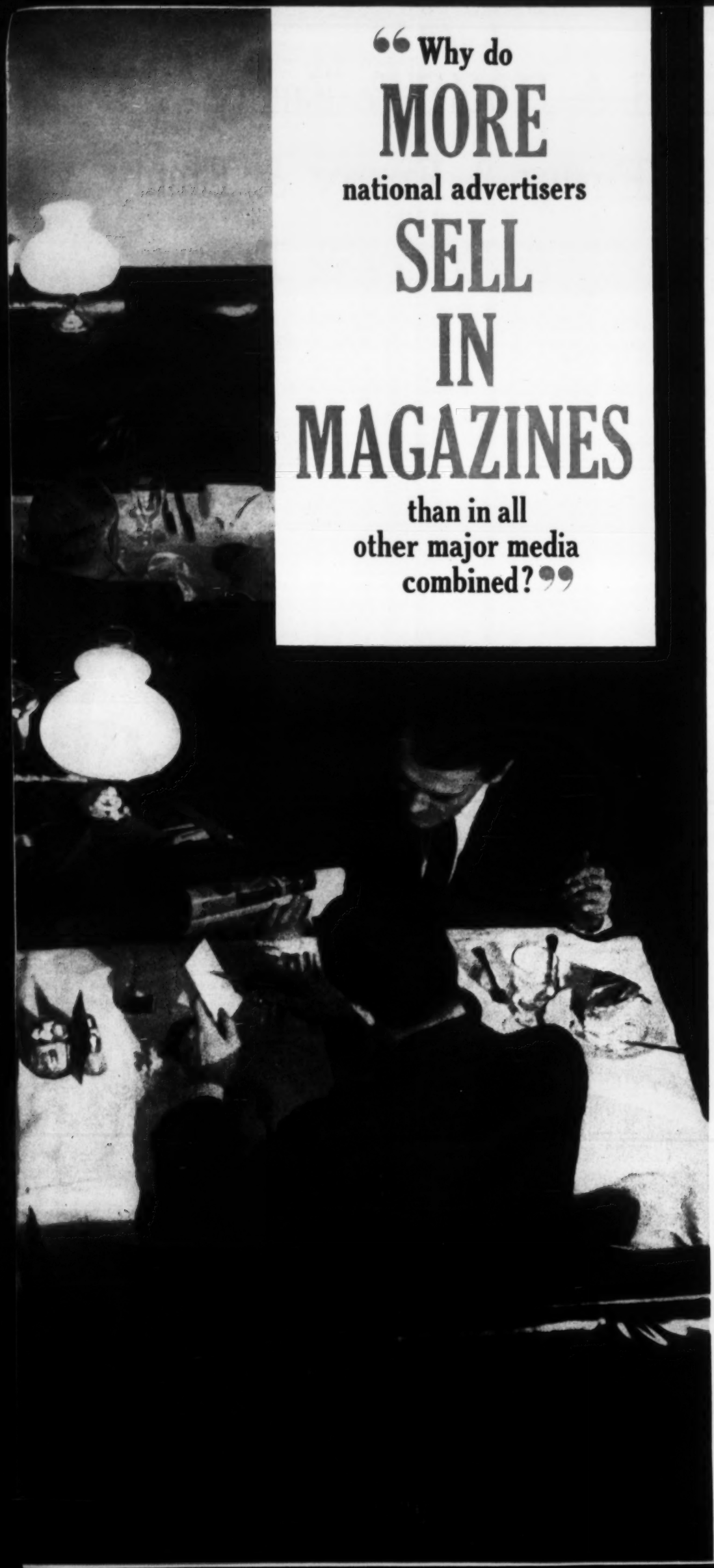
10

Best Cinematography for Television
"Corporal Hardy", "Alcoa-Goodyear Theatre"
Fred Jackman, Jr. --NBC

11

Best Editing of a Film for TV
"Eddie", "Alcoa-Goodyear Theatre"
Richard Fantl--NBC

FULLER & SMITH & ROSS NEW YORK/PITTSBURGH/CLEVELAND/CHICAGO/DALLAS/FORT WORTH/SAN FRANCISCO/BEVERLY HILLS/LONDON



"Why do MORE national advertisers SELL IN MAGAZINES than in all other major media combined?"

Magazines buil

"... magazines play important role in Pitney-Bowes advertising..."

"Pitney-Bowes' major sales problem is to accelerate the change from the long established convention of using regular adhesive stamps to the modern system of printing postage with a meter.

"The Company had 13,000 postage meters in use in 1938 when the first consistent magazine advertising began. Using magazines as a major medium, the company effectively reaches a large audience of people concerned with the operation of an office. Since World War II . . . sales, profits and advertising appropriation have more than quadrupled.

"Meters in use now exceed 250,000 – postage paid on metered mail totals approximately half of all U. S. postage. In increasing public acceptance and demand, as well as salesmen's morale, magazine advertising has been invaluable. Also, inquiries from magazine advertisements continue to produce valuable leads."

PITNEY-BOWES, INC.

"...new customers found waiting to try ice cream pre-sold in magazines..."

"Ever since 1939, 'Elsie the Cow' and magazines together have created an awareness and a friendly feeling of confidence that have helped sell untold millions of Borden products.

"Magazines have also played a key role in establishing several important Borden products. Lady Borden has reached its position as the best-known, extra-quality ice cream in America largely through heavy, consistent magazine advertising since 1947. As distribution has been increased we have found new customers waiting with 'spoons in hand' to try this fine ice cream on which magazines had pre-sold them.

"Each medium contributes its special strength to the Borden marketing effort. Magazines, with their advantages of selectiveness, fine editorial climate, excellent color reproduction and reader loyalty are important to food advertisers. Magazines are an important marketing aid for us."

THE BORDEN COMPANY

d sales today–growth tomorrow–*because...*

"...steadily increased sales with small space magazine ads..."

"The primary objective of Murine advertising is to get more people to subscribe to the principle of eye hygiene and to increase the frequency of use of the product among both old and new users.

"Magazines have long been the basic means of advertising Murine. The market is mass . . . through magazines Murine advertising reaches all kinds of people but still with a certain element of selectivity. The market is national . . . magazines provide fully national circulation supporting every retailer regardless of location in the country. And because the market is essentially year-round, Murine uses a large list of magazines on a high frequency basis.

"Murine sales, under the basic strategy of small space ads used frequently in magazines, have steadily increased year after year."

MURINE COMPANY, INC.

"...the only medium by which we can achieve each of our advertising objectives..."

"As the nation's leading manufacturer of fine sheets and blankets, Pepperell was first in its field to use national advertising over 30 years ago. Since that pioneering effort we have explored and employed almost every type of national media available – our experience has proven magazines to be the only possible medium by which we can effectively and least expensively accomplish each of our advertising objectives.

"Magazines guarantee the particular audience interested in Lady Pepperell products, at the lowest possible cost per thousand. Retail stores have repeatedly expressed complete satisfaction with the pre-selling results of our full-color magazine campaign. Without magazines, in fact, it might be impossible to publicize and establish the many new sheet styles and fashion colors which have contributed so much to Pepperell's leadership."

PEPPERELL MANUFACTURING COMPANY

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands – cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

People believe what magazines say

Who, what, when, where – other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions – for people read and believe what magazines say. That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U. S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction – with eye-catching, lifelike colors available – gets immediate recognition at point-of-sale . . . adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines – and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of

444 Madison Avenue, New York 22, N. Y.

Advertisers Expenditures in Newspapers, 1958

The data presented here are copyrighted, 1959, by the Bureau of Advertising, American Newspaper Publishers Assn., and are reprinted by permission. Included are 1,514 advertisers who are calculated to have spent $25,000 or more in newspapers in 1958, with listings of expenditures for 3,790 products. The figures cover expenditures in 976 weekday newspapers in 744 cities, representing 87.3% of total circulation in the U.S., and 379 Sunday newspapers in 340 cities representing 95.9% of U. S. Sunday circulation. The listings include expenditures in *The American Weekly, Family Weekly, This Week Magazine, Puck—the Comic Weekly, Parade,* Metropolitan Sunday Newspapers and other publications distributed as sections of Saturday or Sunday newspaper editions.

A

ABBOTT LABORATORIES	
Sucaryl	534,251
ABBOTTS DAIRIES	31,829
Buttermilk	236
Chocolay	1,300
Cottage Cheese	4,376
Dairy Products	11,414
Milk	14,503
ACME BOOT CO.	
Boots	27,439
ACME QUALITY PAINTS	47,301
ADAMS DAIRY CO.	39,557
Buttermilk	3,256
Cottage Cheese	3,634
Milk	20,188
Sour Cream	1,898
Products	10,581
ADELL CHEMICAL CO.	
Lestoil	35,792
ADMIRAL CORP.	675,185
Air Conditioner	10,272
Freezer	15,365
Phonograph	93,403
Phonograph & Television	9,782
Radio	9,798
Radio & Television	29,190
Ranges	6,197
Television	474,297
Products	26,881
ADOHR DAIRY	32,478
Ice Cream	2,425
Milk	22,909
Products	7,144
ADOLPH'S LTD.	384,678
Meat Tenderizer	376,476
Salt Substitute	2,598
Sugar Substitute	5,604
AGAR PACKING CO.	
Meat Products	28,398
AILEEN KNITWEAR	
Knitwear	30,537
AIR FRANCE	329,189
ALABAMA GAS CORP.	46,797
ALADDIN CO.	
Homes	59,619
ALITALIA	
Italian Air Line	175,511
ALLEGHENY AIRLINES	39,449
ALLEN-BRADLEY CO.	116,764
MARK ALLEN CO.	27,986
Kontrol	23,174
Prep Whisker Wilter	4,812
ALLEN PRODUCTS CO.	
Alpo Dog Food	37,093
ALLES & FISHER	62,892
Air Flo 63	27,387
J. A. Cigars	31,376
Pippins	4,129
ALLIED LABORATORIES	612,656
Ayds	262,887
Bantron	40,373
Campana Preparations	216,784
D.D.D. Prescription	23,211
Pursettes	69,401
ALLIS-CHALMERS MFG. CO.	51,564
ALLSTATE INSURANCE CO.	456,035
ALL-YEAR CLUB OF SOUTHERN CALIFORNIA	266,481
ALOE CREME LABORATORIES	
Alo-Creme Preparations	53,982
ALUMINUM CO. OF AMERICA	980,553
Alcoa Aluminum Products	88,459
Alcoa Steamship Co.	2,409
Alcoa Wrap	741,743
Wear-Ever Utensils	147,942
AMERACE CORP.	32,524
Ace Combs	31,521
Supplex Garden Hose	1,003
AMERICAN AGRICULTURAL CHEMICAL CO.,	
Agrico	56,651
AMERICAN AIRLINES	2,964,339
AMERICAN AUTOMOBILE ASSN.	30,799
AMERICAN BAKERIES CO.	164,449
Merita Baking Products	16,512
Merita Bread	34,362
Merita Cake	49,927
Taystee Bread	21,694
Taystee Frozen Rolls	7,657
Taystee Products	30,312
Products	3,985
AMERICAN BANNER LINES	96,437
AMERICAN BEAUTY MACARONI CO.	34,702
AMERICAN BREWERY	
Beer	71,579
AMERICAN BROADCASTING-PARAMOUNT THEATRES	46,429
AMERICAN CYANAMID CO.	131,824
Acronized Chicken	5,682
Formica	2,518
Malathion	23,983
Melmac Dinnerware	75,578
Institutional	24,063
AMERICAN DAIRY ASSN.	1,167,603
AMERICAN DISTILLING CO., INC., THE	48,167
Bourbon Supreme Whisky	19,549
Burton's Gin	218
Guckenheimer Whisky	9,903
Old American & Old Colony Gin	2,164
Old American Whisky	2,446
Stillbrook Whisky	6,636
Tovarisch Vodka	7,251
AMERICAN EXPORT LINES, INC.	127,172
AMERICAN EXPRESS CO.	522,967
AMERICAN GUERNSEY CATTLE CLUB	26,390
AMERICAN HERITAGE PUBLISHING Co.	29,631
AMERICAN HOME MAGAZINE CORP.	49,458
AMERICAN HOME PRODUCTS CORP.	4,638,493
Aero Shave	908,039
Aerowax	184,086
Anacin	514,063
Antrol	26,708
Bio-Dyne	1,636
Black Flag Insecticides	119,199
Burnett's Vanilla	909
Chef Boy-Ar-Dee Products	502,220
Compound W	125,819
Dennison's Chili Con Carne	117,475
Dennison's Foods	3,591
Drial Nasal Mist	11,279
Dristan Tablets	488,654
Dryaid	620
Easy-Off	93,776
Ember Stick	4,314
Frey's Meat Products	7,832
G. Washington's Broth & Seasoning	40,257
Griffin Shoe Polish	62,904
Instil	11,990
Old English Wax	2,855
Preparation H	678,049
Primatene	183,713
Psorex	39,151
Sani-Flush	272,200
Snarol	21,832
Soothol	14,962
Whitehall Pharmacal Co.	10,162
Wizard Deodorizer	190,198
AMERICAN IRON & STEEL INSTITUTE	446,425
AMERICAN LIBERTY LIFE INSURANCE CO.	28,645
AMERICAN LUGGAGE WORKS	27,468
AMERICAN MACHINE & FOUNDRY CO.	26,136
AMF-Pin Products	7,010
De Walt Tools	4,953
Institutional	14,173
AMERICAN-MARIETTA CO.	317,809
Dri-Glo	21,394
O-Cedar Endust	116,419
O-Cedar Sponge Mop	171,357
Institutional	8,639
AMERICAN MOTORS CORP.	4,295,899
ABC Products	1,566
American Motors Corp. Institutional	183,298
Kelvinator Air Conditioner	834
Kelvinator Products	3,705
Kelvinator Range	1,214
Kelvinator Refrigerator	123,219
Kelvinator Washer	4,301

"First We Closed Our Schools, Then One Thing Led to Another!"

We are proud to be the kind of newspaper which attracts — and encourages — talent such as Cliff Baldowski's, whose cartoon above won Sigma Delta Chi's Award for Distinguished Service in Journalism performed during 1958. **THE ATLANTA CONSTITUTION**

For 91 Years the South's Standard Newspaper

COX NEWSPAPERS—The Atlanta Constitution, The Atlanta Journal, Dayton Daily News, Dayton Journal Herald, Miami News, Springfield Daily News & The Sun

the new york

soap market profile

In a normal month 5,740,000 New York women buy toilet, hand, or bath soap. Their purchases for toilet, dishwashing and family laundry are measured in PROFILE-2nd Edition.

PROFILE is a massive analysis of buying habits and consumer characteristics in 4,730,000 New York City and suburban households.

Included in PROFILE are readership data that show exactly the value of each New York City newspaper audience, and its share of the whole market. This data alone can help you plan marketing programs more intelligently and resultfully, make your sales efforts and advertising more effective.

If you do business in New York, or want to—you owe it to yourself to discover the significant new data in PROFILE. Presentation by appointment only. Call any New York News office.

The Daily News has 2,340,000 women purchasing toilet, hand or bath soap

590,000 *more* than all other morning papers
670,000 *more* than all evening papers

1,530,000 *more* than the Mirror
1,600,000 *more* than the Journal-American
1,730,000 *more* than the Times
1,850,000 *more* than the Post
1,900,000 *more* than the World-Telegram & Sun
2,010,000 *more* than the Herald Tribune

Source: Profile of the Millions—2nd Edition

THE NEWS, ***New York's Picture Newspaper***

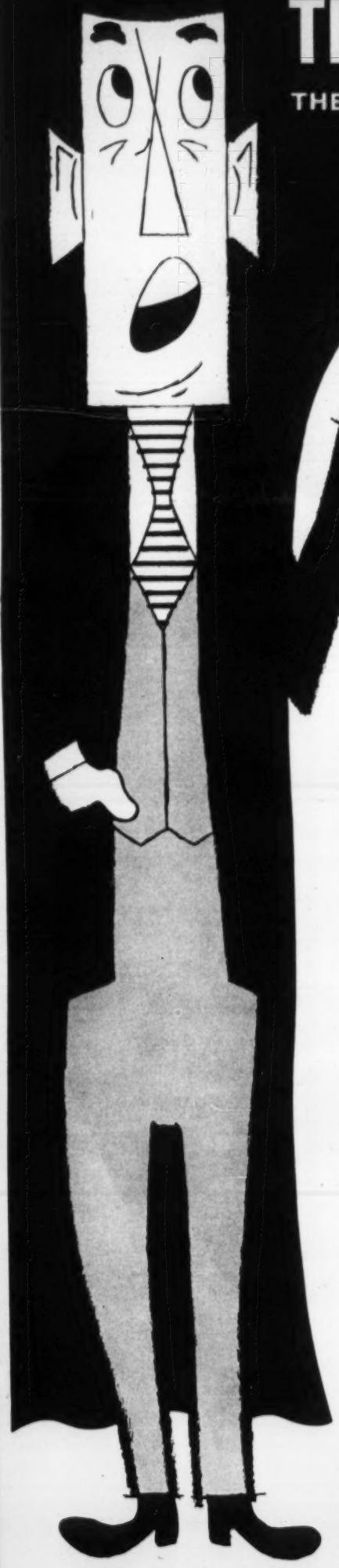
More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17 — Tribune Tower, Tribune Square, Chicago 11 — 155 Montgomery St., San Francisco 4 —3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

When Selecting a Houston Newspaper... Select the Leader

THE HOUSTON CHRONICLE

THE HOUSTON CHRONICLE LEADS IN 17 OUT OF ALL 24 RETAIL ADVERTISING CLASSIFICATIONS



HERE IS A COMPARISON OF THE RETAIL ADVERTISING LINAGE PUBLISHED BY THE THREE HOUSTON NEWSPAPERS IN 1958 . . .

CLASSIFICATION	CHRONICLE	POST	PRESS
Amusements	786,610	645,061	476,83E
Book Stores	15,502	17,603	60E
Building Supplies and Contractors	204,825	150,264	55,16E
Clothing Stores	4,357,170	4,139,927	169,783
Department Stores	6,805,011	5,549,147	2,025,009
Drugstores	561,469	244,449	50,905
Educational	101,981	91,352	25,164
Electrical Appliances and Supplies	300,049	356,759	78,498
Furniture and Household	2,125,906	1,628,221	549,521
Grocers	2,873,569	2,585,635	1,076,549
Heating and Plumbing	416,434	594,725	60,76E
Hotels and Resorts	152,537	55,912	90,10E
Insurance	9,312	4,465	1,532
Jewelers	645,559	389,534	62,018
Liquor Stores	28,758	69,298	52,214
Miscellaneous	2,328,262	1,293,907	557,604
Musical Instruments	99,742	93,409	28,355
Professional	150,342	115,257	70,918
Radio	123,169	144,848	28,144
Real Estate	128,442	88,058	224,671
Shoe Stores	534,836	317,767	24,509
Sporting Goods	367,934	329,016	95,267
Stationers	49,907	44,936	11,326
Toilet Goods and Beauty Shops	137,170	141,947	20,396
Totals	23,304,496	19,091,524	5,835,869

and . . .

THE CHRONICLE LEADS IN 18 OUT OF ALL 22 GENERAL ADVERTISING CLASSIFICATIONS . . . AND IN 26 OUT OF ALL 28 CLASSIFIED CLASSIFICATIONS!

Source:
Media Records, 1958

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

Kelvinator Water Heater	6,991
Metropolitan Cars	42,472
Metropolitan & Rambler Cars	5,543
Nash Cars	175,655
Nash & Rambler Cars	56,627
Rambler Cars	3,690,474
AMERICAN OPTICAL CO.	40,105
Cool-Ray Polaroid Sun Glasses	38,766
Institutional	1,339
AMERICAN PETROFINA INC.	26,333
American Petrofina Oil Co.	21,601
Amlico Gas & Oil	4,732
AMERICAN POP CORN CO.	
Jolly Time Pop Corn	140,509
AMERICAN PRESIDENT LINES	136,647
AMERICAN RADIATOR & STANDARD SANITARY CORP.	168,935
American-Standard Air Conditioner	2,206
American-Standard Boiler	11,546
American-Standard Cabinet Lavatory	7,129
American-Standard Fixtures	14,537
American-Standard Heating Equipment	105,380
Youngstown Kitchens	28,137
AMERICAN REPUBLIC INSURANCE CO.	35,298
AMERICAN SHEEP PRODUCERS COUNCIL	438,002
AMERICAN SOCIETY OF TRAVEL AGENTS	53,209
AMERICAN SUGAR REFINING CO.	243,498
Crystal Sugar	47,637
Domino Sugar	148,000
Franklin Sugar	31,450
Sunny Cane Sugar	16,411
AMERICAN TELEPHONE & TELEGRAPH CO.	255,784
American Telephone & Telegraph Co.	248,975
Western Electric Co.	6,809
AMERICAN TOBACCO CO.	8,757,784
Half & Half	93,077
Hit Parade	2,091,739
Lucky Strike	575,213
Pall Mall	3,610,454
Roi-Tan Cigars	396,461
Tareyton	1,990,840
AMERICAN TYREX CORP.	162,431
AMERICANA CORP.	
Encyclopedia Americana	49,364
AMERICA'S INDEPENDENT ELECTRIC LIGHT & POWER COMPANIES	350,173
AMPLEX CORP.	
Flash Bulbs	30,055
AMSTEL AMERICAN CORP.	
Amstel Beer	42,909
ANDERSON, CLAYTON & CO.	63,485
Flair	7,330
Golden Capri Oil	5,082
Meadowlake Margarine	2,082
Mrs. Tucker's Shortening	46,679
Products	2,312
ANDES COFFEE CO.	
Brown Gold Coffee	31,954
ANGOSTURA-WUPPERMANN CORP.	
Angostura Bitters	32,007
ANHEUSER-BUSCH	1,479,731
Budweiser Beer	1,204,863
Budweiser & Michelob Beer	821
Busch Bavarian Beer	260,458
Institutional	13,589
APPALACHIAN ELECTRIC POWER CO.	83,865
ARDEN FARMS CO.	29,901
Cottage Cheese	681
Dairy Products	12,147
Ice Cream	13,057
Milk	4,016
ARIZONA BREWING CO.	
A-1 Beer	35,731
ARIZONA PUBLIC SERVICE	27,958
ARKANSAS LOUISIANA GAS CO.	65,406
ARKANSAS POWER & LIGHT CO.	26,407
ARKANSAS RICE GROWERS CO-OPERATIVE ASSN.	
Riceland Rice	73,557
ARMOUR & CO.	2,225,387
Armour's Canned Meat Products	157,340
Armour's Canned Mixes	1,175
Armour's Cheese	6,677
Armour's Chili	107,916
Armour's Corned Beef Hash	18,409
Armour's Fertilizer	1,725
Armour's Frozen Dinners	13,444
Armour's Frozen Meat Products	20,451
Armour's Frozen Pies	36,317
Armour's Frozen Poultry Products	228,592
Armour's Meat Products	281,463
Armour's Meat Sandwich Spreads	14,081
Armour's Pebble Plant Food	2,187
Armour's Products	51,843
Armour's Stew	10,309
Chiffon Liquid Detergent	8,577
Cloverbloom Margarine	180,664
Dash Dog Food	483,143
Dial Soap	180,749
Mayflower Buttermilk	132
Mayflower Chocolate Milk	400
Mayflower Cottage Cheese	552
Mayflower Cream	269
Mayflower Dairy Products	934
Mayflower Milk	7,446
Mayflower Sour Cream	265
Miss Wisconsin Cheese	77,791
Pan O'Gold Frozen Chicken Products	151,672
Treet	45,963
Vertagreen	134,901
ARMSTRONG CORK COMPANY	
Armstrong Carpets & Rugs	810,559
ARMSTRONG RUBBER CO.	
Armstrong Tire	32,304
ARNOLD BAKERS	69,356
Bread	62,482
Cake	2,336
Institutional	4,538
AROSA STEAMSHIP TRAVEL	
Steamship Transport	49,147

In the great state
of Michigan
there is only ONE
morning newspaper—

The Detroit Free Press

and it is also Michigan's
fastest growing paper!

For the past five years, new readers have chosen the morning Free Press over the afternoon papers by more than 2 to 1. And advertisers, knowing men and women read each Free Press page more thoroughly, have strongly increased their preference for the only morning paper. Your Free Press representative has full details!

national representative: Story, Brooks & Finley • retail representative: George Molloy, New York

● *HOLD IT — before completing your Iowa newspaper schedule!*

Are you relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide Sunday coverage! National advertising usually runs daily.*

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

ARROW LIQUEURS CORP.	127,615
Brandy	4,120
Liqueurs	1,252
Vodka	122,243
ART INSTRUCTION	109,360
ARTISTIC CARD CO.	390,256
Artistic Card Co.	321,025
Champion Card Co.	16,716
Hycrest Card Co.	35,985
Stylart Card Co.	16,530
ASHLAND OIL & REFINING CO.	
Gasoline & Oil	107,477
ASK MR. FOSTER TRAVEL SERVICE	52,962
ASPHALT INSTITUTE	30,635
ASSOCIATED BULB GROWERS OF HOLLAND	37,204
ASSOCIATED HOSPITAL SERVICE OF N. Y.	66,045
ASSOCIATED HOSPITAL SERVICE OF N. Y. & UNITED MEDICAL SERVICE	124,478
ASSOCIATED HOSPITAL SERVICE OF PHILADELPHIA	32,962
ASSOCIATED LABS.	
Vitamin Quota	64,556
ASSOCIATED PRODUCTS	
Rival Dog Food	85,745
ATALANTA TRADING CORP.	112,066
Atalanta & Krakus Hams	47,260
Conga Frozen Rock Lobster Tails	2,114
Unox Ham	62,692
ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM	
Rail Transport	601,448
ATLANTA GAS LIGHT CO.	33,464
ATLANTIC CITY CONVENTION HALL	74,458
ATLANTIC COAST LINE RAILROAD CO.	270,418
ATLANTIC INSURANCE COMPANIES	36,840
ATLANTIC REFINING CO.	43,840
Gasoline & Oils	8,034
Heating Oil	34,191
Institutional	1,615
ATLANTIS SALES CORP.	1,376,254
Colman's Mustard	4,468
French's Bird Foods	862,241
French's Mustard	98,099
French's Spaghetti Sauce Mix	164,879
French's Worcestershire Sauce	246,567
ATLAS SUPPLY CO.	692,740
Tires	3,803
Products	688,937
AUGSTEIN & COMPANY, S.	
Sacony Apparel	42,135
AUSTEX FOODS	178,858
Austex Beef Stew	44,305
Austex Chili	34,425
Austex Chili & Tamales	34,938
Austex Corned Beef Hash	3,234
Austex Products	28,375
Austex Spaghetti & Meat Balls	21,610
Austex Tamales	2,398
Mexene Chili Powder	9,573
AUSTIN, NICHOLS & CO.	67,987
Fairfax County Whisky	1,004
Grant's Scotch Whisky	45,329
Mouquin Brandy	20,401
Virginia Gentleman Whisky	1,253
AVCO MFG. CO.	46,516
AVIS, INC.	
Rent-A-Car System	42,979
AVONDALE MILLS	30,108

B

B. C. REMEDY CO.	
B. C.	120,065
BABBITT, INC., B. T.	554,491
Air-Gene	49,640
Cameo Copper Cleaner	72,132
Fire-Gel	3,840
Glim Liquid Detergent	284,825
Hep Oven Cleaner Spray	52,608
Red Seal Lye	2,736
Spray-Kleen	1,505
Products	87,205
BACARDI IMPORTS	318,497
Bacardi Rum	240,324
Gilbey's Spey Royal Scotch Whisky	78,173
BADGER PAPER MILLS	
Freshrap Waxed Paper	37,634
BAKERS FRANCHISE CORP.	
Lite Diet Bread	62,876
BALDWIN HOMES	27,249
BALL CLINIC, INC.-HOSPITAL	94,594
BALLANTINE & SONS, P.	
Beer	466,321
BALTIMORE GAS & ELECTRIC CO.	871,858
BALTIMORE & OHIO RAILROAD	244,489
BALTIMORE PAINT & COLOR WORKS	
Gleem Paints	69,218
BANCROFT, JOSEPH, & SONS & CO.	81,876
BANKERS LIFE & CASUALTY CO.	121,628
BARCALO MFG. CO.	
Barcalounger	41,184
BARCOLENE CO.	
Bleach Tabs	27,661
BARRON'S PUBLISHING CO.	
Magazines	68,635
BARRY CO.	
Primo Beer	25,180
BARTON DISTILLING CO.	134,496
Barton Reserve Whisky	1,084
Colonel Lee Whisky	16,876
Kentucky Gentlemen Whisky	79,198
Old Barton Whisky	10,076
Old Bourbon Hollow Whisky	3,285
Tom Burns Whisky	2,184
Tom Moore Whisky	21,793
BASIC BOOKS	50,597
Books	39,674
Library of Science	10,923
BATES MFG. CO.	
Bedspreads	35,210
BATTLE CREEK FOOD CO.	
Surprize	42,639
BAUSCH & LOMB OPTICAL CO.	43,905
Balomatic Projector	43,686
Bausch & Lomb Binoculars	219
BAVARIAN BREWING CO.	
Beer	121,748
BAYUK CIGARS	1,848,200
John Ruskin	222,087
Phillies	1,548,883
Webster	77,230
BEACON CO.	1,439,393
Beacon Wax	1,436,798
Zero	2,595
BEAM DISTILLING CO., JAMES B.	678,914
Baranof Vodka	11,335
Beam's Choice Whisky	39,867
Beam's Pin-Bottle Whisky	2,977
Beam's Whiskies	98,108
Chateaux Vodka	7,126
Dark Eyes Vodka	13,360
Jim Beam Whisky	500,522
Old Comiskey Whisky	4,851
Ph. Boilieux Brandy	768
BEATRICE FOODS CO.	299,494
Beatrice Foods	3,405
La Choy Products	172,706
La Choy Soy Sauce	21,993
Louis Sherry Preserves	8,004
Meadow Gold Cottage Cheese	2,023
Meadow Gold Dairy Products	16,461
Meadow Gold Ice Cream	55,609
Meadow Gold Margarine	2,823
Meadow Gold Milk	16,470
BEAUNIT MILLS	86,132
American Bemberg	66,776
Beaunit Mills, Inc.	19,356
BEAUTY PRODUCTS LTD.	
Noreen Hair Color Rinse	43,187

NOW...

FLORIDA'S NO. 3 FOOD MARKET IS ORLANDO

TOTAL RETAIL FOOD SALES

In Counties Covered 50% or more by —

MIAMI HERALD	$360,172,000
JACKSONVILLE TIMES-UNION	$172,519,000
ORLANDO SENTINEL-STAR	**$139,617,000**
TAMPA TRIBUNE	$130,609,000
ST. PETE TIMES	$ 98,382,000

Source: ABC White Reports March 31, 1958, and Sales Management

417,000 people live in Central Florida. Orlando Sentinel-Star dominates Miami, Jacksonville and Tampa papers combined 6-1 in our five counties. You're not selling Florida if you're not selling Central Florida through the Sentinel-Star.

ORLANDO SENTINEL-STAR

Largest Circulation In Central Florida ***Ask Branham***

Gateway to the MOON

Orlando Sentinel-Star Circulation Dominates The Cape Canaveral [Missile Base] area Completely with its Pink Regional Suplement.

WATCH the women go BUY

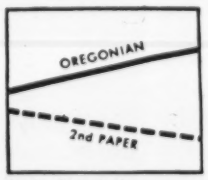
WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

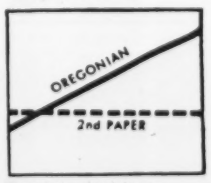
More and more, the men who watch the women go buy in Portland place their advertising dollars in The Oregonian. Food retailers, for instance, know that this year Oregonian families will spend *$48,000,000 more* on groceries than will readers of the second paper . . . because there are so many MORE Oregonian families. For the most effective buy, place YOUR advertising dollars in the one medium that's big as all Oregon . . . The Oregonian.

How big is the Oregon grocery market? A half-billion dollars annually. That's double the Boston market, and triples Cincinnati!

The Portland 10-year change at a glance



Daily Circulation



Total Advertising

Largest Circulation Newspaper in the Northwest
242,035 Daily
306,014 Sunday

the Oregonian

PORTLAND, OREGON

Leads in Retail Grocery Advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958; Publishers' Statement for the 6 months ending March 31, 1959, as filed with A.B.C. subject to audit. Represented Nationally by Moloney, Regan & Schmitt, Inc.

MEMBER OF ABC

ROCHESTER, MINNESOTA

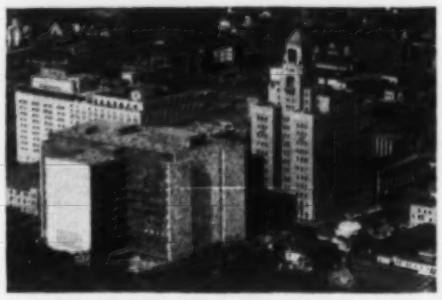
On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

	Per Household
CONSUMER SPENDABLE INCOME	$6160
RETAIL SALES	6610

ROCHESTER
(Olmsted County)
THE NEWEST AND BUSIEST METROPOLITAN MARKET*

*Sales Management, May 10, 1959

Where people have more money to buy products advertised in the POST BULLETIN



A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

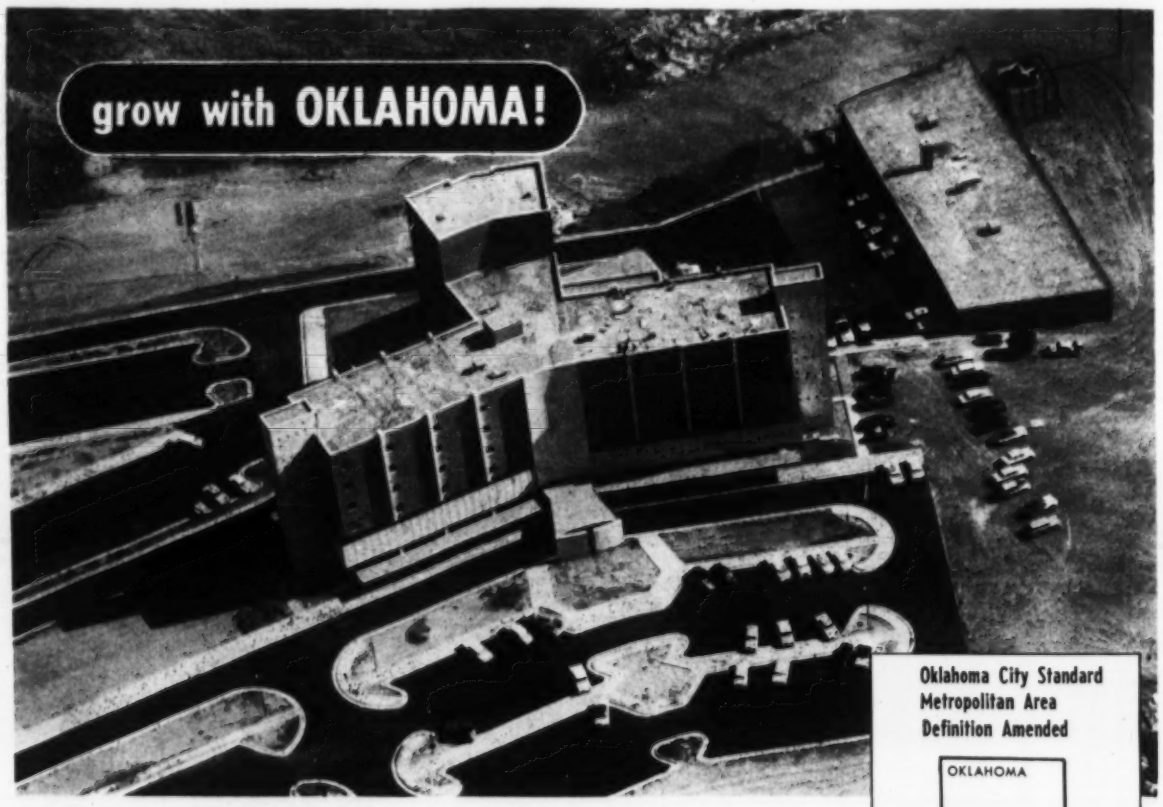
The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!



$23,000,000 for hospital expansion in growing Oklahoma City

The new Baptist Memorial Hospital now going into service in Oklahoma City is but one part of a multi-million dollar expansion of hospital facilities in this growing city during 1958.

Recent extensive expansions have been completed or are underway at St. Anthony, Mercy and University Hospitals. With its internationally famous Oklahoma Medical Research Foundation and other major hospitals, the increasing importance of Oklahoma City as a medical center in the nation is another factor in Oklahoma City's reputation as one of the fastest growing cities in the nation.

Are your sales keeping pace with this rapid growth? Plan for your own sales growth in Oklahoma* with a strong advertising schedule in the newspapers with the greatest coverage of this growing market, The Daily Oklahoman and Oklahoma City Times.

Oklahoma City Standard Metropolitan Area Definition Amended

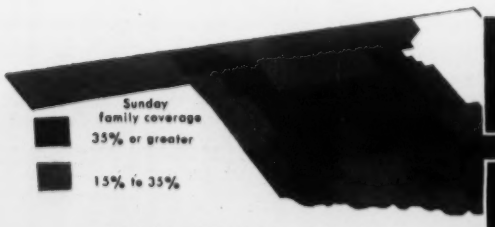
Population growth in Central Oklahoma caused addition of Cleveland County to Oklahoma City Metropolitan Area in 1958. New designation boosts Oklahoma City ranking among national markets to

32nd in Drug Sales

43rd in Retail Sales

44th in Automotive Sales

46th in Population

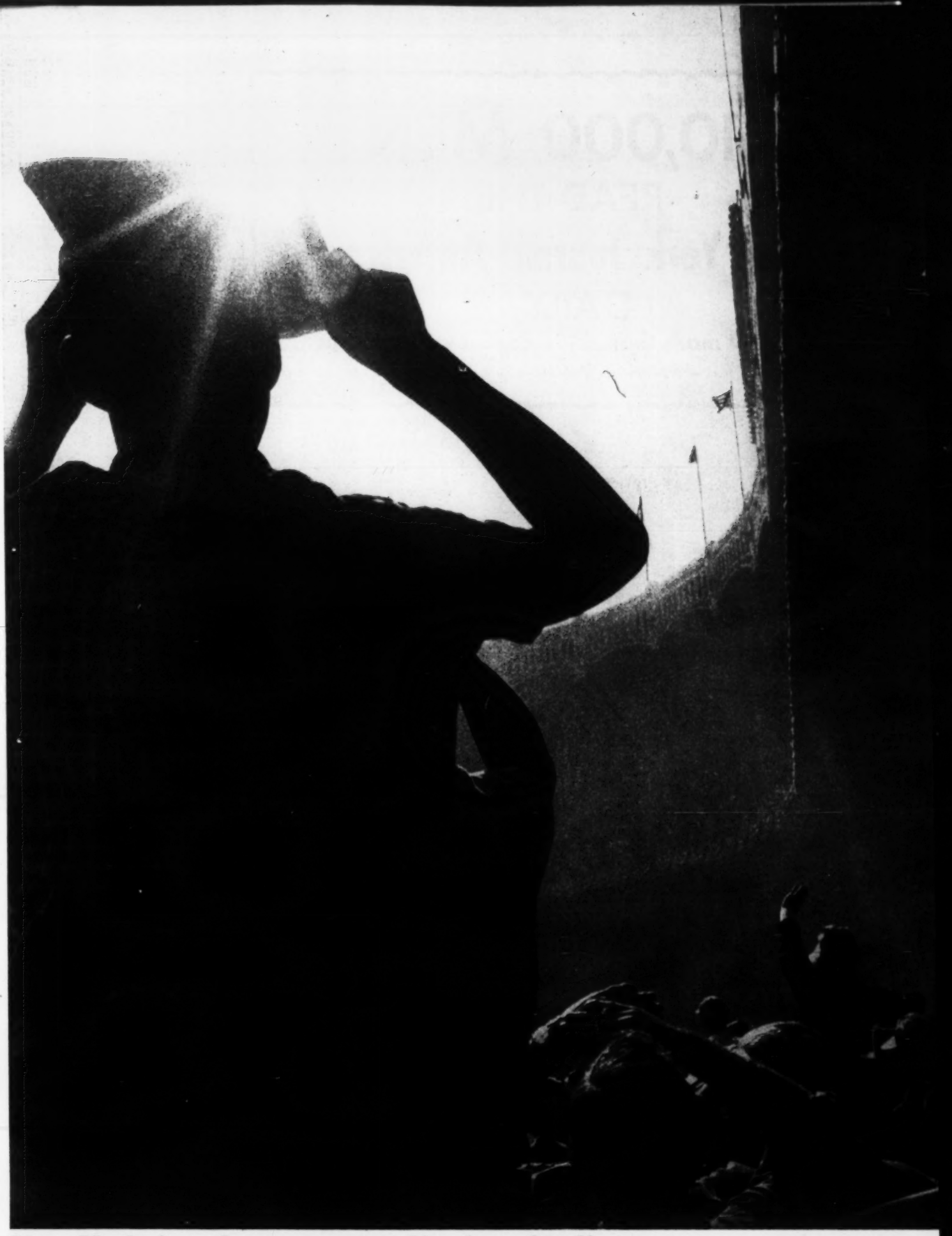


THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

BEECH-NUT LIFE SAVERS	1,809,087
Beech-Nut Baby Foods	1,658,068
Beech-Nut Coffee	72,936
Beech-Nut Cough Drops	2,280
Beech-Nut Foods	6,782
Beech-Nut Instant Coffee	7,474
Pine Brothers Cough Drops	61,547
BEICH CO., PAUL F.	
Slim Vims	29,915
BELL BRAND FOODS	100,813
Bell Brand Foods	4,502
Bell Corn Chips	11,771
Bell Potato Chips	51,008
Bell Seasoning & Stuffing	14,681
Blue Bell Potato Chips	18,851
BELL & CO.	
Bell-Ans	124,914
BELL & HOWELL CO.	217,803
Cameras	12,352
Cameras & Projectors	181,650
Projector	23,801
BELL TELEPHONE CO. OF PENNSYLVANIA	288,179
BELTONE HEARING AID CO.	87,326
Hearing Aid	56,034
Hearing Glasses	31,292
BENNETT CO.	
Cooking Magic Cook Books	69,975
BERKSHIRE KNITTING MILLS	
Stockings	265,647
BERMUDA TRADE DEVELOPMENT BOARD	142,081
BERRY TOURS TRAVEL SERVICE	43,341
BETHLEHEM STEEL CO.	254,437
BIGELOW-SANFORD CARPET CO.	
Bigelow Carpets & Rugs	211,264
BISON LABORATORIES	
Bison Brand Cottage Cheese	25,592
BISSELL CARPET SWEEPER CO.	701,204
Carpet Sweeper	334,060
Shampoo Master	367,144
BLACK & DECKER MFG. CO.	
Power Tools	100,378
BLACK INC., WALTER J.	814,065
Black Inc., Walter J.	174,062
Black's Readers Service Co.	186,717
Classics Club	184,049
Detective Book Club	269,237
BLOCH BROS. TOBACCO CO.	
Kentucky Club Tobacco	159,449
BLOCK DRUG CO.	590,330
Laxium	34,405
Omega Oil	12,539
Polident	362,896
Poli-Grip	161,042
Pa'oris	9,861
Rem Plus	5,215
Rem Rub	4,372
BLUE BELL	
Wrangler Jeans	68,179
BLUE CROSS (CONNECTICUT)	29,529
BLUE CROSS (OHIO)	52,495
BLUE CROSS & BLUE SHIELD (ALABAMA)	30,647
BLUE CROSS & BLUE SHIELD (FLORIDA)	60,485
BLUE CROSS & BLUE SHIELD (ILLINOIS)	135,540
BLUE CROSS & BLUE SHIELD (WISCONSIN)	37,120
BOB EVANS FARMS	
Meat Products	26,543
BOBBS-MERRILL CO., THE	
Books	36,911
BOHEMIAN DISTRIBUTING CO.	58,570
Crown Russe Vodka	54,174
Royal Crest Brandy & Rum	4,396
BONNIE HUBBARD KUPBOARD	71,469
BOOK FIND CLUB	29,945
BOOK-OF-THE-MONTH CLUB	716,260
Book-of-The-Month Club, Inc.	233,812
RCA Victor Popular Album Club	293,965
RCA Victor Society of Great Music	141,082
Young Readers of America	47,401
BOOTH FISHERIES CORP.	
Frozen Fish Products	139,932
BORDEN CO.	2,093,207
Borden's Biscuits	3,392
Borden's Buttermilk	39,763
Borden's Buttermilk & Cream	6,706
Borden's Cheese	31,804
Borden's Cheese Spreads	42,039
Borden's Chocolate Drink	22,331
Borden's Cottage Cheese	142,026
Borden's Cream	1,048
Borden's Cream Cheese	218,377
Borden's Dairy Products	101,987
Borden's Eagle Brand Condensed Milk	11,659
Borden's Egg Nog	21,805
Borden's Evaporated Milk	19,716
Borden's Glacier Freeze	1,837
Borden's, Horton's & Reid's Ice Cream	22,996
Borden's Ice Cream	225,438
Borden's Instant Chocolate Mix	1,924
Borden's Instant Coffee	190,917
Borden's Malted Milk	6,524
Borden's Mayonnaise	43,682
Borden's Milk	287,420
Borden's Mince Meat	2,154
Borden's Mixes	54,633
Borden's Orangeade	646
Borden's Parmesan & Romano Cheese	42,021
Borden's Sherbet	2,461
Borden's Skimmed Milk	11,780
Borden's Sour Cream	8,978
Borden's Sour Cream Dressing	4,409
Borden's Splendors	2,920
Borden's Whipped Potatoes	85,488
Gail Borden Milk	12,656
Lady Borden Ice Cream	27,287
None Such Mince Meat	70,680
Pioneer Ice Cream	521
Starlac	317,164
Thompson's Cottage Cheese	2,250
Thompson's Dairy Products	163
Thompson's Egg Nog	2,698
Thompson's Milk	907
BORDO PRODUCTS CO.	
Bordo Dates	34,654
BORG-ERICKSON CORPORATION	
Borg Bath Scales	75,253
BORG-JOHNSON ELECTRONICS	
Lifetime Pocket Radio	123,068
BORG-WARNER CORP.	323,577
Atkins Saw	1,295
Long Manufacturing Co.	8,156
Norge Appliances	13,168
Norge Dryer	2,591
Norge Dryer & Washer	1,179
Norge Ranges	5,756
Norge Refrigerator	73,727
Norge Washer	145,571
York Air Conditioner	71,065
York Heating Equipment	1,069
BOSTON CONSOLIDATED GAS CO.	70,639
BOSTON EDISON CO.	29,102
BOSTON & MAINE RAILROAD	25,793
BOTANY MILLS	164,425
Richelieu Pearls	30,108
Sea & Ski	134,317
BOURJOIS, INC.	80,073
Bourjois Preparations	37,979
Christmas In July Preparations	19,027
Evening in Paris Deodorant	23,067
BOWMAN DAIRY CO.	179,264
Buttermilk	2,520
Cottage Cheese	23,324
Cottage Cheese & Milk	5,356
Dairy Products	62,893
Egg Nog	11,356



New York is a home run at Yankee Stadium. New York is the run home after work. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

710,000 MEN
READ THE
New York Journal-American
DAILY
...310,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

WHAT'S AN ITM* ?

Experts agree an *Ideal Test Market should be:

1. **A MARKET** geographically isolated and devoid of influence from outside media and overlapping distribution.
2. **A MARKET** reflecting a cross-section of the nation's consumer buying preferences.
3. **A MARKET** effectively and economically served from one central sales and distribution point.
4. **A MARKET** with proved and growing buying power; where progressive merchants and receptive customers welcome new products.
5. **A MARKET** where one medium dominates with maximum coverage.

Experts also agree that PHOENIX most nearly represents the Ideal Test Market with its half-million people and billion dollar buying power. The Phoenix Gazette and The Arizona Republic provide 97.2% coverage of this market.

We invite your inquiry about the penetrating coverage . . . plus the complete merchandising services we provide in this market. A word from you means a world of selling help from us.

THE ARIZONA REPUBLIC — THE PHOENIX Gazette

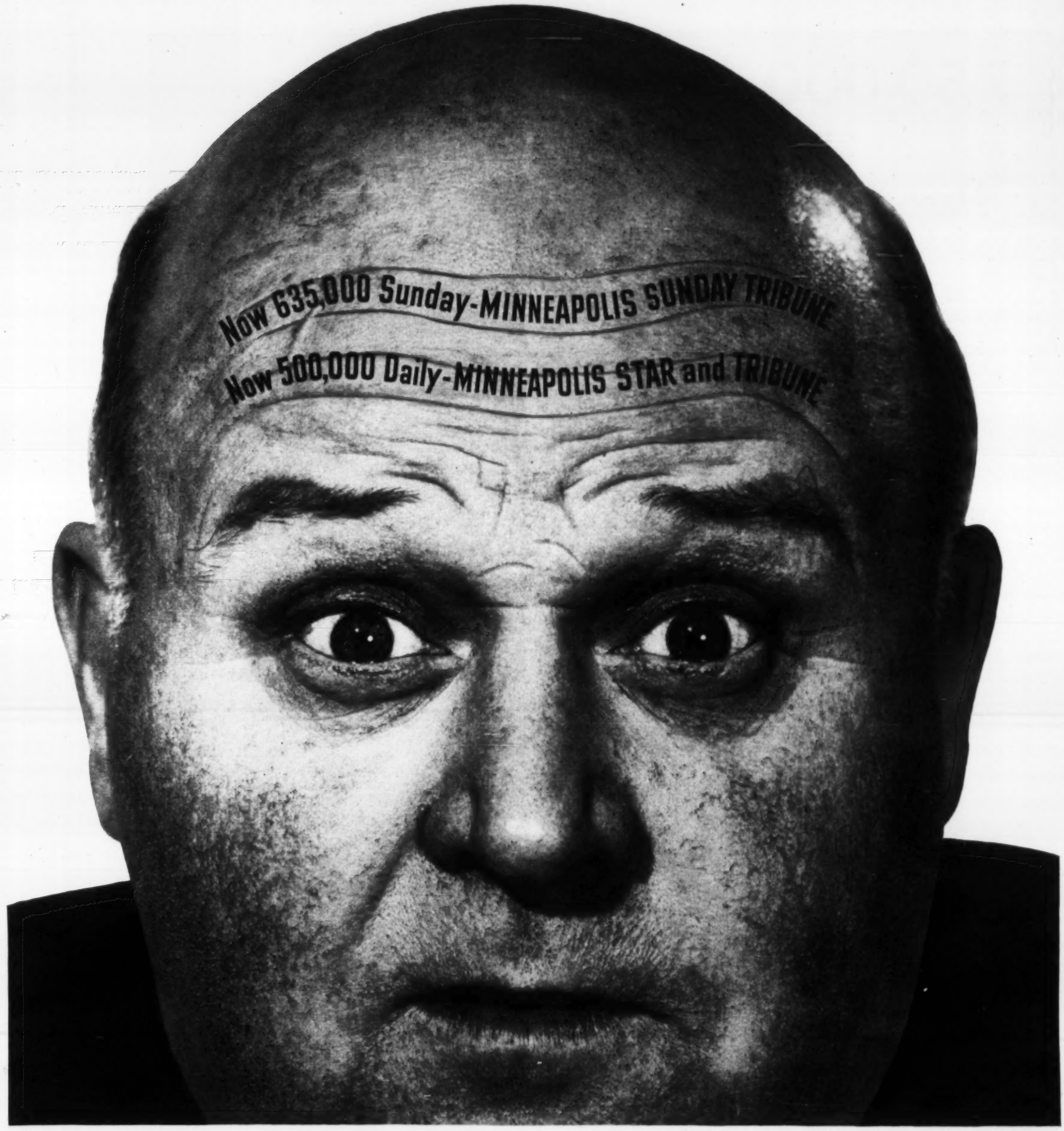
Morning-Evening Combination

For complete information including details about merchandising assistance, write, wire or phone CHAS. E. TREAT, National Advertising Manager, Box 1950, Phoenix, Arizona. ALpine 8-8811.
Represented nationally by KELLY-SMITH CO.

Milk	9,023
Milk & Sta-Slim	51,570
Sour Cream	13,222
BOYSEN CO., WALTER N.	
Paints	29,236
BRACH & SONS	
Candies	96,179
BRANIFF INTERNATIONAL AIRWAYS	593,267
BRAVO MACARONI CO.	
Minute Macaroni Products	25,307
BREAST O'CHICKEN TUNA	146,268
Breast O'Chicken Tuna	128,643
Purr Cat Food	16,269
Purr Pet Food	1,356
BRECK & SON CORP.	52,132
BRECK INC., JOHN H.	225,813
Shampoo	108,997
Preparations	116,816
BRILL CO., H. C.	29,264
Products	26,301
Spaghetti Sauce	2,963
BRILLO MFG. CO.	
Brillo	331,823
BRIMM'S PLASTI-LINER CO.	
Plasti-Liner	47,926
BRISTOL-MYERS CO.	1,255,596
Ammens Powder	15,388
Ban	411,827
Bufferin	364,443
Theradan	352,803
Products	11,135
BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU	49,431
BRITISH MOTORS CORP.	327,349
Austin Cars	12,862
Austin-Healey Cars	42,379
Austin-Healey & MG Cars	1,380
British Motors Corp.-Institutional	25,838
Hambro Corp.-Institutional	2,147
MG Cars	59,245
MG & Morris Cars	6,175
Morris Cars	107,200
Rolls Royce Cars	70,123
BRITISH OVERSEAS AIRWAYS CORP.	747,247
BRITISH TRAVEL ASSN.	56,861
BRITISH WEST INDIAN AIRWAYS	44,403
BROOK BOND TEA CO.	64,745
Red Rose Instant Coffee	906
Red Rose Tea	63,839
BROOKLYN UNION GAS CO.	173,564
BROOKS DISTILLING CO.	
Ezra Brooks Bourbon	50,681
BROWN-FORMAN DISTILLERS CORP.	1,869,467
Early Times Whisky	1,128,482
Jack Daniel's Whisky	131,397
Old Forester Whisky	605,570
Usher's Scotch Whisky	4,018
BROWN INC., WALLACE	
Greeting Cards	36,922
BROWN SHOE CO.	
Buster Brown Shoes	58,922
BROWN & WILLIAMSON TOBACCO CORP.	1,034,509
Du Maurier	108,952
Viceroy	925,557
BROWN'S VELVET DAIRY PRODUCTS, INC.	48,384
Ice Cream	36,480
Milk	1,728
Sherbet	3,840
Products	6,336
BRUCE CO., E. L.	
Wax Products	594,482
BRUNSWICK-BALKE-COLLENDER CO.	95,356
Bowling Balls	84,138
Products	11,218
BUCKINGHAM CORP.	
Cutty Sark Scotch Whisky	176,946
BUFFALO-ECLIPSE CORP.	
Eclipse Mower	33,296
BUITONI FOODS CORP.	102,321
Frozen Ravioli	13,542
Macaroni Products	68,444
Sauce	17,424
Spaghetti	2,911
BURGER BREWING CO.	
Beer	214,382
BURGESS BATTERY CO.	44,313
Flashlight Batteries	31,405
Radio Batteries	12,908
BURLINGTON INDUSTRIES	107,463
Burlington Draperies	12,904
Ely & Walker	21,506
Galey & Lord Fabrics	21,506
Pacific Mills	13,509
Raeford Clothes	38,038
BURNHAM & MORRILL CO.	25,578
B & M Beans	21,082
B & M Canned Foods	3,181
B & M Stews	1,315
BURPEE CO., W. ATLEE SEEDS	33,475
BUSINESS MEN'S ASSURANCE CO. OF AMERICA	42,464
BUTCHER POLISH CO.	
Wax	32,999
BUTLER MFG. CO.	54,851
BUTTER KRUST BAKERIES	
Bread	31,907
BUXTON INC.	
Lord Buxton Billfold	63,616

C

CABELL'S DAIRY CO.	66,280
Buttermilk	3,567
Buttermilk & Vita-Lac	3,296
Chocolate Milk	698
Cottage Cheese	1,532
Ice Cream	29,169
Milk	25,530
Sour Cream	1,558
Vita-Lac	930
CABIN CRAFTS, INC.	25,806
Carpets & Rugs	8,602
Cottons	17,204
CADBURY-FRY EXPORT LTD.	
Cadbury's Biscuits & Crackers	25,316
CAIN CO., JOHN E.	162,999
Dressing	5,633
Mayonnaise	38,392
Products	118,974
CAIN'S COFFEE CO.	55,172
Coffee	19,439
Coffee & Instant Coffee	24,287
Instant Coffee	1,587
Tea	9,859
CALAVO GROWERS OF CALIF.	
Avocados	51,285
CALGON CO.	69,006
CALIFORNIA & HAWAIIAN SUGAR REFINING CORP.	
C & H Sugar	113,578
CALIFORNIA PACKING CORP.	1,427,778
Del Monte Catsup	188,426
Del Monte Fruits	390,088
Del Monte Fruits & Juices	395,208
Del Monte Juices	88,839
Del Monte Pineapple	16,801
Del Monte Pineapple Products	3,830
Del Monte Products	71,173
Del Monte Prune Products	2,312
Del Monte Vegetables	271,101
CALIFORNIA-WESTERN STATES LIFE INSURANCE CO.	32,305
CALLAWAY MILLS	
Carpets & Rugs	32,510
CALO DOG FOOD CO.	93,430
Cat Food	43,405
Cat & Dog Food	22,979
Dog Food	27,046
CAMPBELL-SMITH	
Voltex	80,115
CAMPBELL SONS CORP., HARRY, T.	
Sakrete	148,385
CAMPBELL SOUP CO.	4,588,350
Campbell's Beans	551,823
Campbell's Frozen Soups	66,475
Campbell's Juices	224,676
Campbell's Soups	1,043,018
Franco-American Gravy	196,437
Franco-American Sauce	169,611
Franco-American Spaghetti	126,556
Franco-American Spaghetti Sauces	30,799
Franco-American Spaghetti with Meat Balls	27,266
Swanson Boned Chicken & Turkey	41,489
Swanson Frozen Chicken	4,022
Swanson Frozen Foods	3,322
Swanson Frozen Pies	65,535
Swanson Frozen Poultry Products	12,931
Swanson TV Dinners	1,825,492
V-8 Juices	198,898
CANADA DRY GINGER ALE	1,151,831
Canada Dry Beverages	718,123
Canada Dry Whiskies	178,463
Glamor Beverages	6,579
Johnnie Walker Scotch Whisky	222,400
Pedro Domecq Brandies	17,238
Pedro Domecq Wine	9,028
CANADA STEAMSHIP LINES LTD.	63,314
CANADIAN ACE BREWING CO.	41,356
CANADIAN BREWERIES	242,973
Carling Black Label Beer	103,423
Carling Black Label & Red Cap Ale	30,269
Carling Red Cap Ale	5,415
O'Keefe Old Vienna Beer	1,046
Stag Beer	102,820
CANADIAN GOVERNMENT TRAVEL BUREAU	491,479
CANADIAN NATIONAL RAILWAYS	809,649
Canadian National	630,192
Grand Trunk Western R.R.	5,044
Trans-Canada Airlines	174,413
CANADIAN PACIFIC RAILWAY CO.	657,370
Airlines	40,300
Railways	300,737
Steamships	316,333
CANEPA CO., JOHN B.	
Red Cross Macaroni Products	62,771
CANFIELD CO., A. J.	36,208
CANNON MILLS, INC.	988,191
Blankets	1,641
Hosiery	200,057
Pillowcases & Sheets	13,712
Pillowcases & Towels	530
Sheets	162,770
Sheets & Towels	212,134
Spreads	104,238
Towels	293,109
CANUTE CO.	
Toilet Water	111,713
CAPITAL AIRLINES	1,279,287
CAPP HOMES	33,661
CARAVAN TOURS	72,350
CARBISULPHOIL CO.	
Foille	25,067
CARGILL INC.	158,141
Nutrena Dog Food	143,776
Institutional	14,365
CARIBBEAN CRUISE LINE	48,887
CARNATION CO.	2,524,935
Albers Cereals	23,030
Albers Corn Bread & Muffin Mix	16,907
Albers Pancake & Waffle Mix	63,990
Carnation Buttermilk	2,524
Carnation Cottage Cheese	22,755
Carnation Dairy Products	5,883
Carnation Egg Nog	1,617
Carnation Evaporated Milk	635,860
Carnation Ice Cream	12,146
Carnation Instant Dry Milk	535,012
Carnation Instant Wheat	20,594
Friskies Cat & Dog Food	61,057
Friskies Cat Food	121,160
Friskies Dog Food	690,249
Gold Cross Evaporated Milk	3,073
Morning Evaporated Milk	36,133
Simple Simon Frozen Pies	272,945
CAROLINA POWER & LIGHT CO.	43,702
CARRIER CORP.	546,076
Bryant Heating Equipment	14,987
Carrier Air Conditioner	458,769
Carrier Heating Equipment	6,479
Jetglas Water Heater	43,433
Payne Air Conditioner	2,916
Payne Heating Equipment	19,492
CARTAN TRAVEL BUREAU	
Tours	46,155
CARTER PRODUCTS	326,642
Arrid	1,194
Colonaid	181,851
Effisan	3,792
Rise Shave Cream	102,622
Snow White Tooth Paste	37,183



Circulation UP in the UPPER Midwest!

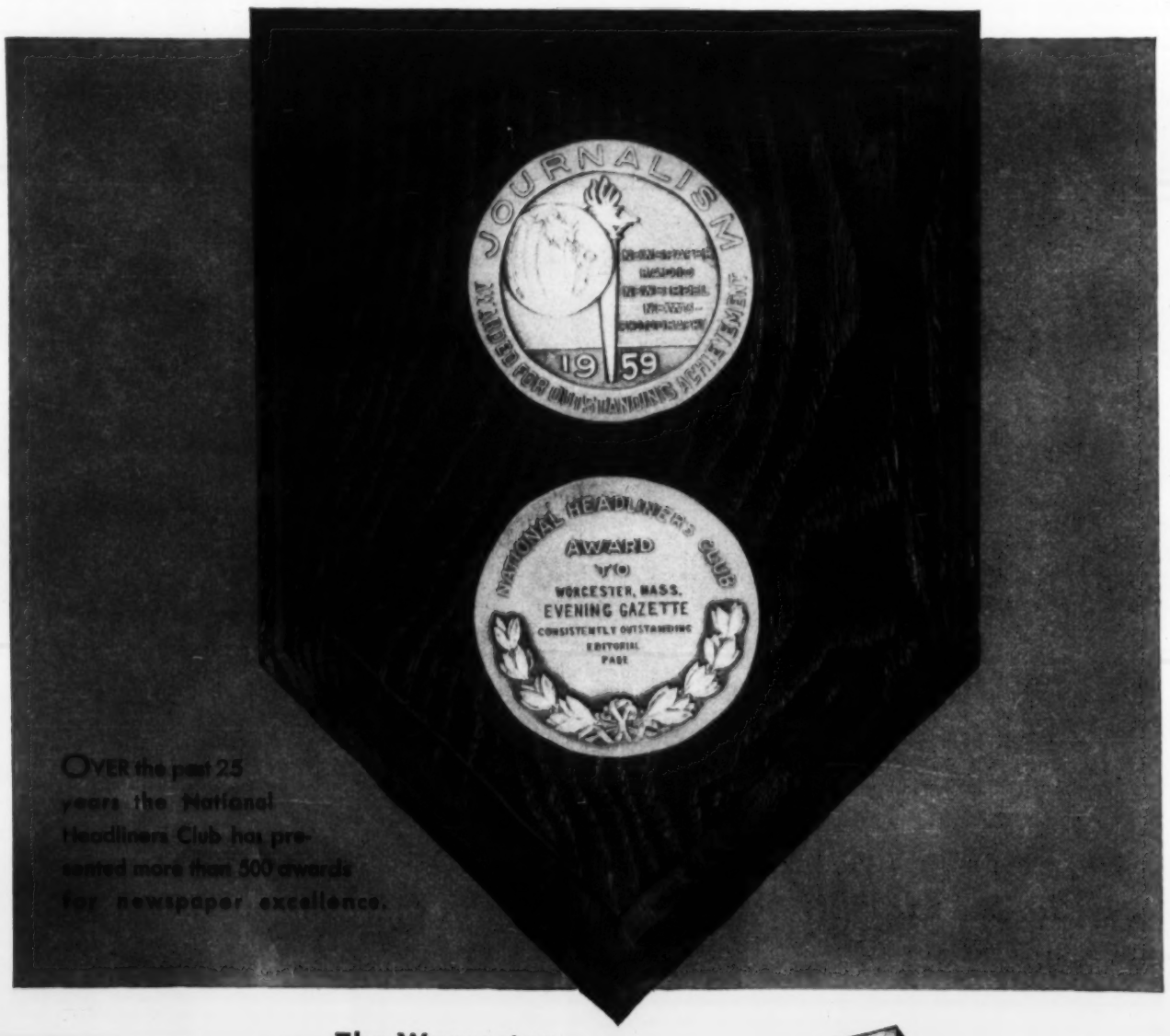
Minneapolis Star EVENING *and* **Tribune** MORNING and SUNDAY

635,000 SUNDAY • 500,000 DAILY

750,000 WOMEN
READ THE
New York Journal-American
DAILY
...310,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

In competition with daily newspapers nation-wide
The Worcester Evening Gazette Wins
HIGHEST HONORS for a
"Consistently Outstanding Editorial Page"
given by the National Headliners Club



OVER the past 25 years the National Headliners Club has presented more than 500 awards for newspaper excellence.

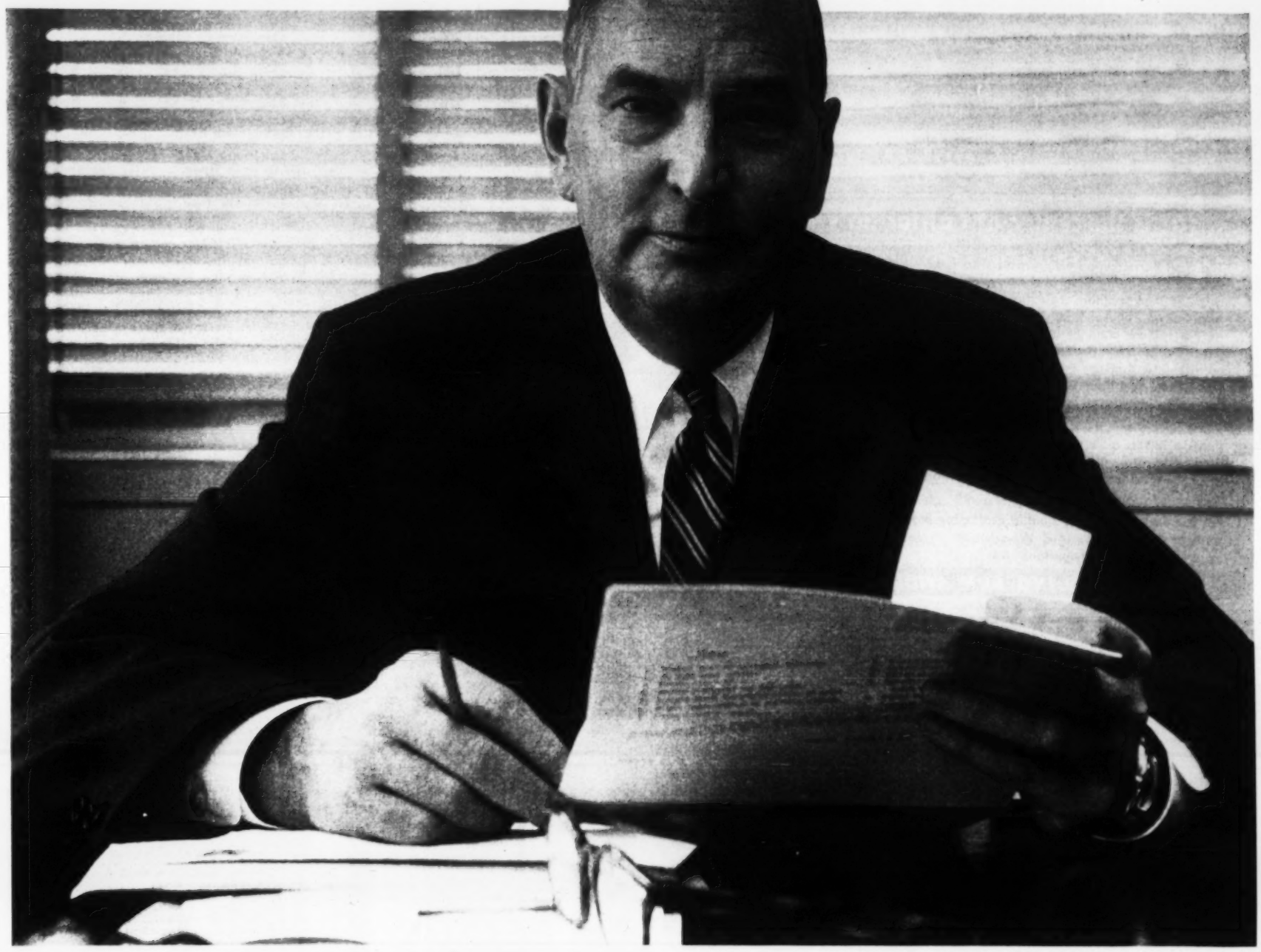
The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

CAT'S PAW RUBBER CO.	
Heels & Microlite Soles	300,489
CELANESE CORP. OF AMERICA	105,206
CENTRAL ILLINOIS LIGHT CO.	64,175
CERIBELLI & CO.	
Brioschi	48,736
CHAMBER OF COMMERCE, CAPE COD, MASS.	25,265
CHAMBER OF COMMERCE, DAYTONA BEACH, FLA.	42,805
CHAMBER OF COMMERCE, ST. PETERSBURG, FLA.	64,490
CHAMBER OF COMMERCE, WISCONSIN DELLS, WIS.	33,840
CHARLES OF THE RITZ DISTRIBUTORS CORP.	
Preparations	32,532
CHARLOTTE COUNTY LAND & TITLE CO.	54,833
CHATTANOOGA MEDICINE CO.	54,030
Black-Draught	52,662
Soltice	1,368
CHEERFUL CARD CO.	34,105
CHEMSTRAND CORP.	221,970
CHEMWAY CORP.	69,618
Lady Esther Preparations	55,740
Myna Glass Cleaner	7,174
Zonite	1,179
Zonitors	5,525
CHESAPEAKE BAY FERRY COMMISSION	32,270
CHESAPEAKE & OHIO RAILWAY CO.	53,116
CHESAPEAKE & POTOMAC TELEPHONE CO.	336,388
CHESEBROUGH-POND'S	657,907
Pertussin	103,889
Pond's Preparations	371,821
Valcream	43,446
Vaseline	92,763
Vaseline Hair Tonic	18,283
Vaseline Lip-Ice	27,705
CHICAGO, BURLINGTON & QUINCY RAILROAD	206,382
CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD	123,418
CHICAGO & NORTHWESTERN RAILWAY	28,342
CHICAGO, ROCK ISLAND & PACIFIC RAILWAY CO.	108,256
CHILTON GREETINGS CO.	
Greeting Cards	32,745
CHRISTAL CO., HENRY I.	29,520
CHRYSLER CORP.	16,049,691
Chrysler Airtemp	202,339
Chrysler Cars	2,826,509
Chrysler & Dodge	16,500
Chrysler & Imperial	113,514
Chrysler & Plymouth Cars	86,640
De Soto	1,851,049
De Soto & Plymouth Cars	220,138
Dodge Cars	2,707,247
Dodge (used) Cars	22,899
Dodge Trucks	96,253
Dodge & Plymouth Cars	229,816
Imperial Cars	850,699
Plymouth Cars	5,646,351
Chrysler Corp.-Institutional	1,179,737
CHUN KING SALES	279,342
Chun King Frozen Foods	27,623
Chun King Products	225,057
Jeno's Spaghetti Italiano	26,662
CHURCH & DWIGHT CO.	
Arm & Hammer Washing Soda	122,528
CINCINNATI GAS & ELECTRIC CO.	80,017
CINCINNATI & SUBURBAN BELL TELEPHONE CO.	85,227
CIRCLE LINE SIGHTSEEING YACHTS	36,732
CIT TRAVEL SERVICE	29,209
CITIES SERVICE CO.	347,315
Gasoline & Oils	304,116
Heating Oil	1,576
Institutional	41,623
CITIZENS GAS & COKE UTILITY	77,510
CITROEN CARS CORP.	81,120
CITRUS COUNTY LAND BUREAU	30,643
CLAIROL INC.	
Miss Clairol Hair Color Bath	224,153
CLARK BROS. CHEWING GUM CO.	90,500
CLARK-CLEVELAND	610,677
Fasteeth	606,924
Quest	3,753
CLARK OIL & REFINING CORP.	63,306
Fuel Oil	160
Gasoline & Oils	63,146
CLEVELAND ELECTRIC ILLUMINATING CO.	133,658
CLIMALENE CO.	96,126
Bowlene	15,549
Climalene	80,577
CLING PEACH INDUSTRY OF CALIFORNIA	
California Cling Peaches	330,937
CLUB ALUMINUM PRODUCTS CO.	
Cookware	104,240
CLUETT, PEABODY CO.	
Arrow Shirts	66,500
COASTAL FOODS CO.	
Phillips Soups	97,596
COATS & CLARK'S SALES CORP.	51,612
COCA-COLA CO.	4,023,772
COLDWATER SEAFOOD CORP.	31,209
Fresher Brand Frozen Fish Products	1,813
Icelandic Frozen Fish Products	29,396
COLE STEEL EQUIPMENT CO.	
Cole Typewriter	31,599
COLEMAN CO., INC.	67,002
Coleman Heating Equipment	31,349
Coleman Snow-Lite Cooler	33,205
L P Gas	2,448
COLGATE-PALMOLIVE CO.	8,276,947
Ad	3,856
Ajax	739,446
Cashmere Bouquet Preparations	27,564
Cashmere Bouquet Soap	848,761
Colgate Dental Cream	1,563,353
Colgate-Palmolive Products	95,907
Fab	1,298,858
Fabspray	1,667
Florient	624,626
Halo Shampoo	775,350
Kan-Kil	4,147
Lustre Creme Shampoo	21,376
Palmolive Soap	553,345
Super Suds	57,256
Vel	304,989
Vel Liquid Detergent	787,079
Veto	569,367
COLLINS & AIKMAN CORP.	25,833
COLLINS CO., HAL	57,716
Baker's Hair Tonic	52,820
Baker's Hair Tonic & Shampoo	4,896
COLONIAL BAKING CO.	78,583
Colonial Bread	67,864
Colonial Bread & Rolls	3,788
Contour Bread	4,252
Trim Bread	2,679
COLPITTS TOURS CO.	25,360
COLUMBIA BROADCASTING SYSTEM	704,709
CBS Television Network	91,822
Columbia Phonograph	2,117
Columbia Phonograph & Records	34,588
Columbia Record Club	438,793
Columbia Records	137,389
COLUMBIA PICTURES CORP.	43,635
COLUMBUS COATED FABRICS CORP.	
Wall-Tex	45,046
COLUMBUS GAS CO.	47,315
COLUMBUS & SOUTHERN OHIO ELECTRIC CO.	83,563
COMET RICE MILLS	
Rice	46,377

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Metropolitan Oakland (Alameda County) continues to show the dynamic growth that has made it the leading population center of the Bay Area. The buying power of the population is well above average. The result is sales leadership in major retail classifications and in total retail sales—a combination establishing it as the most important marketing area in Northern California, centrally located for distribution to the West.

WILLIAM R. BAKER, Jr., Chairman of the Board,
BENTON & BOWLES, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

COMMERCIAL SOLVENTS CORP. 53,394
Hi-D Fertilizer 2,556
Peak Anti-Freeze 50,838
COMMERCIAL TRAVELERS MUTUAL ACCIDENT ASSN. OF AMERICA 121,349
COMMONWEALTH EDISON CO. 188,420
COMMONWEALTH OF PENNSYLVANIA 38,343
COMMONWEALTH OF PUERTO RICO, ECONOMIC DEVELOPMENT ADMINISTRATION 289,870
Commonwealth of Puerto Rico 117,390
Puerto Rican Rums 172,480
COMMONWEALTH PRODUCTS 33,428
Alumi-Glo 33,428
COMPAGNIE GENERALE TRANS-ATLANTIQUE, FRENCH STEAMSHIP LINE
French Line 129,974
COMSTOCK FOODS
Pie Filling 48,921
CONGOLEUM-NAIRN 323,643
Forecast Vinyl Floors 56,294
Goldseal Congoleum Flooring 259,158
Goldseal Vinyl Plastic Flooring 8,191
CONNECTICUT DEVELOPMENT COMMISSION 46,526
CONNECTICUT LIGHT & POWER CO. 47,548
CONRAD INC.
Laurel Springs Whisky 25,810
CONSOLIDATED CIGAR SALES CO. 1,247,275
Dutch Masters 186,884
El Producto 538,182
Harvester 65,963
La Palina 49,091
Lovera 35,041
Muriel 372,114
CONSOLIDATED DAIRY PRODUCTS CO. 91,934
Darigold Butter 29,434
Darigold Dry Milk 13,533
Darigold Evaporated Milk 15,117
Darigold Ice Cream 3,786
Darigold Instant Dry Milk 1,260
Darigold Milk 11,352
Darigold Products 17,452
CONSOLIDATED EDISON CO. OF NEW YORK, INC. 424,164
CONSOLIDATED FOODS CORP. 302,240
Blossom Cottage Cheese 1,835
Blossom Dairy Products 1,821
Blossom Ice Cream 841
Blossom Milk 8,456
Monarch Products 47,666
Sara Lee Frozen Cakes 241,621
CONSOLIDATED NATIONAL SHOE CO.
American Girl Shoes 28,356
CONSOLIDATED ROYAL CHEMICAL CORP. 38,993
Hypercin 1,667
Kolor-Bak 37,326
CONSUMER DRUG CORP. 77,331
Oragen 12,009
Tirend 65,322
CONSUMERS POWER CO. 31,773
CONTINENTAL AIRLINES 786,517
CONTINENTAL BAKING CO. 1,732,120
Continental Bread 25,239
Daffodil Farm Bread 24,782
Morton Frozen Cakes 24,277
Morton Frozen Foods 156,546
Morton Frozen Pies 70,317
Profile Bread 170,096
Wonder Baking Products 324,916
Wonder Bread 860,286
Wonder Bread, Buns & Rolls 46,551
Wonder Brown-n-Serve 9,483
Wonder Buns 10,530
Wonder Rolls 9,097
CONTINENTAL CAN CO. 25,275
CONTINENTAL CASUALTY CO. 360,225
CONTINENTAL OIL CO. 674,529
Furnace Oil 7,223
Gasoline & Oils 641,857
Institutional 25,449
COOK CHEMICAL CO.
Real-Kill 85,201
COOK & SON 272,158
COOPER TIRE & RUBBER CO.
Tires 52,281
COOPER, WILLIAM & NEPHEWS
Pulvex 26,604
COORS CO., ADOLPH
Beer 37,952
COPPER & BRASS RESEARCH ASSN. 43,787
CORN PRODUCTS CO. 3,044,049
Best Foods Mayonnaise 101,020
Best Foods Mustard 738
Best Foods Products 3,599
Bosco 27,346
Fanning's Pickles 3,799
Hellmann's French Dressing 6,211
Hellmann's Mayonnaise 640,616
Hellmann's Salad Magic 8,367
Hellman's Sandwich Spread 5,762
Hellmann's Tartar Sauce 1,518
Karo 166,122
Kasco Dog Food 861,480
Linit 354,001
Linit & Linit Liquid Starch 3,010
Mazola 328,918
Niagara Starch 187,548
Nucoa Margarine 69,192
Nu-Soft 12,494
Presto Cake Flour 26,198
Rit 51,684
Shinola 85,037
Skippy Peanut Butter 7,587
Products 91,802
CORNELL-DUBILIER ELECTRIC CORP.
C.D.R. Antenna Rotor 38,523
CORNING GLASS WORKS 121,759
Corning Ware 36,022
Pyrex Ware 85,737
COTT BEVERAGE CORP. 215,080
Beverages 203,975
Juices 1,917
Quicky 4,048
Syrups 5,140
COTY INC. 96,719
Coty Preparations 16,085
Lilly Dache Preparations 78,379
Queen Bee Preparations 2,255
COWLES MAGAZINES
Look 290,084
CRACKER JACK CO. 402,170
Campfire Marshmallows 147,557
Cracker Jack 254,613
CRANSTON PRINT WORKS CO. 30,108
CREAMETTE CO. 178,028
Creamettes Frozen Foods 58,713
Creamettes Macaroni Products 119,315
CREOMULSION CO.
Creomulsion 105,184
CRIBBEN & SEXTON CO. 35,936
Universal Heater 2,934
Universal Range 33,002
CROTON WATCH CO.
Watches 34,850
CROWELL CO., THOMAS Y. 39,621
CROWLEY DAIRY CO. 39,953
Buttermilk 1,236
Cottage Cheese 27,990
Cottage Cheese & Egg Nog 1,372
Dairy Products 8,351
Sour Cream 1,004
CROWN CENTRAL PETROLEUM CORP.
Gasoline & Oils 78,688
CROWN PUBLISHERS 78,331
CUBANA DE AVIACION
Airlines 115,550
CUDAHY PACKING CO. 243,243
Bar-S Meat Products 126,864
Cudahy Meat Products 56,298
Cudahy Poultry Products 1,938
Virginia Reel Meat Products 58,143
CUNARD STEAMSHIP CO. 518,874
CURTIS PUBLISHING CO. 2,109,773
Curtis Publications 4,228
Holiday 86,413
Ladies' Home Journal 434,595
Saturday Evening Post 1,584,537
CURTISS CANDY CO. 154,004
Baby Ruth 312
Baby Ruth & Butterfinger 2,842
Butterfinger 665
Curtiss Candies 150,185
CURTISS-WRIGHT CORP. 129,552
Curon Wall Covering 37,628
Institutional 91,924

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D. C. TRANSIT SYSTEM 69,177
D-W-G CIGAR CORP. 35,467
Emerson 2,904
R. G. Dun 28,054
San Felice 4,509
DAIRYMEN'S LEAGUE COOPERATIVE ASSN. 62,339
Dairylea Cheese 752
Dairylea Chocolate Milk 1,190
Dairylea Cottage Cheese 4,301
Dairylea Cottage Cheese & Cream 598
Dairylea Dairy Products 20,996
Dairylea Egg Nog 5,000
Dairylea Ice Cream 6,132
Dairylea Milk 23,370
DALLAS POWER & LIGHT CO. 68,049
DAN RIVER MILLS
Cottons 25,806
DAROFF & SONS 63,698
Daroff & Sons, Inc., H. 28,612
House of Worsted-Tex, The 35,086
DAVIS, GEORGE A. 27,796
DAWSON'S BREWERY 31,544
Ale 7,151
Ale & Beer 1,290
Beer 23,103
DAYTON POWER & LIGHT CO. 33,206
DEAN MILK CO. 319,157
Buttermilk 21,592
Cottage Cheese 30,198
Cream 9,278
Egg Nog 20,896
Half & Half 8,752
Ice Cream 49,778
Ice Milk 21,636
Milk 87,656
Sour Cream 20,894
Vim 25,666
Institutional 15,517
Products 7,244
DECORATIVE SHOWROOMS GUILD 26,243
DE JUR-AMSCO CORP. 161,567
De Jur Camera 42,525
De Jur Camera & Projector 72,639
De Jur Stenorette 46,403
DELAWARE, LACKAWANNA & WESTERN COAL CO. 43,423
Blue Coal 40,622
Glen Alden Coal 2,801
DELAWARE, LACKAWANNA & WESTERN RAILROAD CO. 26,022
DELTA AIR LINES 1,755,007
DENMARK CHEESE ASSN.
Danish Blue Cheese 56,495
DENVER CHEMICAL MFG. CO. 43,581
Antiphlogistine Poultice 19,486
Dencorub 12,186
Dr. Hand's Products 543
VM Preparation 11,366
DERBY FOODS 223,287
Peter Pan Milkrunch 12,910
Peter Pan Peanut Butter 208,206
Products 2,171
DETROIT EDISON CO. 42,804
DE WITT & CO. 150,052
De Witt's Pills 122,239
Manzan 27,813
DIAL PRESS INC. 25,623
DIAMOND CRYSTAL SALT CO. 157,747
DIAMOND WALNUT GROWERS
Walnuts 330,125
DINNER READY CORP.
Frozen Products 34,849
DISNEY PRODUCTIONS
Motion Pictures 33,764
DISTILLERS CORP., SEAGRAM'S LTD. 12,112,999
B & G Wines 12,904
Calvert Gin 29,786
Calvert Reserve Whisky 1,819,318
Canadian Ten 61,911
Carstairs White Seal Whisky 943,427
Cherry Kijafa 17,101
Chivas Regal Scotch 48,334
Coldene Nasal Spray 40,777
Coldene Syrup 7,646
Four Roses Antique 343,837
Four Roses Gin 1,658
Four Roses Gin & Whisky 20,074
Four Roses Whisky 1,441,298
Fresh Deodorant 42,569
Gallagher & Burton Black Label Whisky 92,621
Gallagher & Burton Black Label & White Label 10,320
Gallagher & Burton White Label Whisky 1,910
Hunter Whisky 130,323
Kessler's Whisky 431,358
Lord Calvert Whisky 630,970
Mumm's Champagne 21,292
Noilly Prat Vermouth 18,232
Paul Jones Whisky 243,311
Seagram Distillers Corp.-Institutional 241,771
Seagram's Gin 523,357
Seagram's Pedigree Bourbon Whisky 4,012
Seagram's 7 Crown Whisky 3,095,502
Seagram's V.O. Whisky 1,081,738
Ting 69,622
Wellers Cabin Still 13,708
White Horse Scotch Whisky 204,290
Wilson Whisky 241,797
Wolfschmidt Vodka 226,225
DIXIE BREWING CO.
Beer 34,972
DR. PEPPER CO. 51,761
DODD, MEAD & CO.
Books 72,755
DOLCIN CORP.
Dolcin 163,052
DORAN CO., THOS.
Colonial Studios 27,336
DORMIN INC.
Dormin 38,316
DOUBLE COLA CO. 27,708
DOUBLEDAY & CO. 3,078,389
American Geographical Society 39,272
Around The World Program 610,408
Audubon Nature Program 227,321
Dollar Mystery Guild 20,775
Doubleday & Co., Inc. 271,619
Doubleday, Nelson, Inc. 26,150
Doubleday One Dollar Book Club 1,099,202
Know Your America Program 143,289
Know Your Bible Program 69,911
Literary Guild of America, Inc. 549,070
Science-Fiction Book Club 21,372
DOUGHERTY SONS
Governor's Club Whisky 36,850
DOUGHNUT CORP. OF AMERICA 148,886
Downyflake Frozen French Toast 9,789
Downyflake Frozen Pancakes 39,911

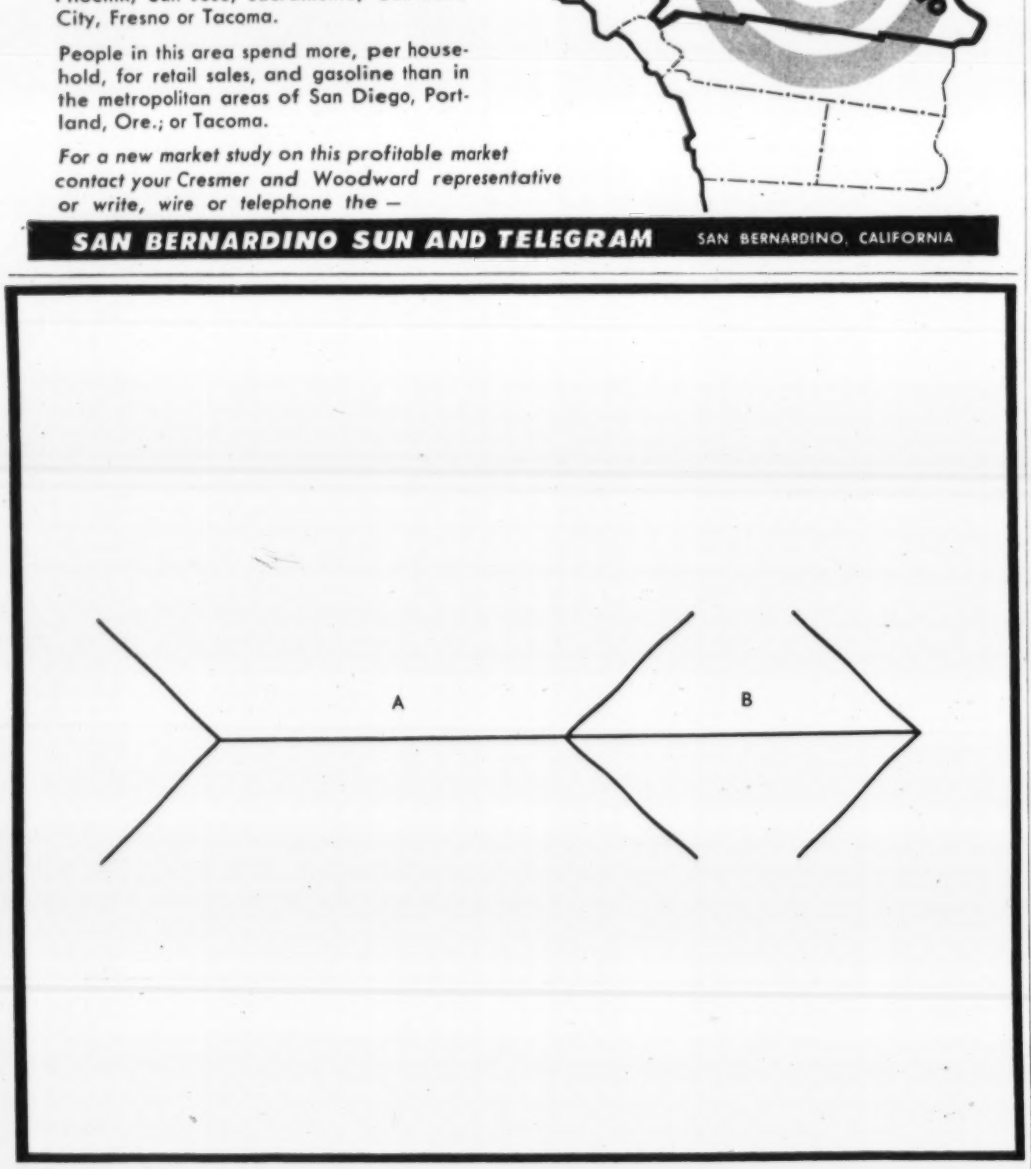
what is the center of California's 4th market?

The San Bernardino trading area. The counties of San Bernardino and Riverside comprise a metropolitan area that is larger in population, households, total retail sales, net effective buying income and where people buy more food, drugs, automobiles, eating and drinking and general merchandise than in the metropolitan areas of Phoenix, San Jose, Sacramento, Salt Lake City, Fresno or Tacoma.

People in this area spend more, per household, for retail sales, and gasoline than in the metropolitan areas of San Diego, Portland, Ore.; or Tacoma.

For a new market study on this profitable market contact your Cresmer and Woodward representative or write, wire or telephone the —

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA



Some things are bigger than you think

METROPOLITAN PEORIA AREA
IS BIGGER THAN:

QUAD CITIES
DULUTH-SUPERIOR
DES MOINES, IA.
SOUTH BEND, IND.
EVANSVILLE, IND.
MADISON, WIS.
ROCKFORD, ILL.
SPRINGFIELD, ILL.

— in fact, *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin — and Peoria Journal Star is the ONE newspaper that covers Peoria's 13-county BILLION DOLLAR MARKET.

Peoria Journal Star

Ward-Griffith Co., National Reps.

The Hearst Newspapers'

RISING MARKET

of New Readers

It is not without design that the big markets are the homes of *The Hearst Newspapers*. In these centers of population, characterized by a concentration of social and economic progress, the channels of communication must be kept vigorous and forthright.

Quite naturally, a dynamic journalism acutely aware of the growth of a solid middle class is growing along with this element of population.

Each year it becomes more significant that a program of planned growth has brought to *The Hearst Newspapers* not only audiences larger in numbers but more and more valuable in composition.

The following reports of individual Hearst newspapers indicate that a growing number among them are the leading newspapers in their communities or have the highest circulations in their history.

NEW YORK JOURNAL-AMERICAN – Its March 31, 1959 statement of 599,536–125,000 more than the next largest New York evening newspaper–distinguishes the Journal-American as the most widely read 10 cent daily newspaper in the world. In the last six months the Journal-American enjoyed a rising market of almost 20,000 buyers while the next largest evening newspaper sold fewer than 400 more copies. The continued vigorous growth of the Journal-American gave it an average circulation exceeding 618,000 in the month of March alone.

BOSTON RECORD-AMERICAN and SUNDAY ADVERTISER–Of the three combination morning and evening newspapers in Boston, the Record-American alone increased its circulation in the last six months. The Record-American is read by more people in the city, in the suburbs and in all New England – 181,000 more – than read any other combination Boston newspaper. And The Advertiser is by far New England's most popular Sunday newspaper.

ALBANY TIMES-UNION – This newspaper's March 31, 1959 circulation – 64,445 – was the highest in its history and an increase of 2,363 over a year ago. For the first time, the Times-Union's March circulation statement surpassed the previous September's statement – usually a morning newspaper's high period.

SEATTLE POST-INTELLIGENCER – With more than double its circulation of 20 years ago, the Post-Intelligencer for the first time exceeds 200,000. An increase of 8,300 copies over a year ago brings its audience to an all-time high of 200,800.

LOS ANGELES EXAMINER – The Examiner's circulation of approximately 359,500 is the highest in ten years. 70% of the families who read the Examiner have it delivered to their homes – the highest home delivery in this newspaper's history.

LOS ANGELES HERALD-EXPRESS – The increase of 13,634 copies over a year ago gives the Herald-Express its highest circulation since it became a 10 cent newspaper. Today about 40,000 more Southern Californians buy the Herald-Express than buy the other evening Los Angeles newspaper.

SAN FRANCISCO EXAMINER – 14,800 more copies of the Examiner are read today than a year ago, swelling its total circulation to 265,217 – the highest in the Examiner's history. Record-breaking acceptance of the Examiner continued in March when that month's average circulation exceeded 270,000.

SAN FRANCISCO CALL-BULLETIN – The Call-Bulletin has reached its peak circulation as a 10 cent newspaper. Its March 31 statement of approximately 145,000 is 3,500 copies greater than a year ago, and today the Call-Bulletin is the evening newspaper preferred by an estimated 45,000 more San Franciscans.

SAN ANTONIO LIGHT – This newspaper reported the highest circulation in its history – 107,257. Having just begun operation in a modernized, expanded publishing building, The Light continues to grow as San Antonio's leading afternoon newspaper.

MILWAUKEE SENTINEL – Selling at 7 cents against the other Milwaukee newspaper's lower price of 5 cents, the Sentinel has the greatest home delivered and suburban circulation in its history for any six months period ending March 31.

PITTSBURGH SUN-TELEGRAPH – A vigorous and forthright policy of news presentation earned for the Sun-Telegraph eleven consecutive months of increased daily circulation during last year. This growth brought its March 31, 1959 statement to 176,307.

NEW YORK MIRROR – An increase over a year ago in its six months average circulation to 836,810 places this newspaper among the three largest in the United States. With a gain of almost 8,000 copies in the city and suburbs, The Mirror is now read in 686,000 families in the city and its suburbs.

BALTIMORE NEWS-POST and SUNDAY AMERICAN–The evening News-Post, reaching 3,300 more families than a year ago, is the largest daily newspaper in its city. A $5 million building and expansion program now under way will provide for even greater growth of these newspapers.

DETROIT TIMES–Today, the Times has the greatest suburban circulation in its history. With a total circulation exceeding 386,000, it can boast home delivery of 310,000 copies in the city and suburbs alone. In January, February and again in March the Times circulation exceeded each previous month – indicative of its rising tide of new readers.

The ever broadening economic and social horizon that faces American families today presents greater opportunities than have ever been within the grasp of so many people in any nation. In such an expanding and changing community of economic and social affluence, *The Hearst Newspapers* are finding their many thousands of new friends.

The Hearst Newspapers

Circulation: Daily, 4,450,000–Sunday, 5,755,000

ALBANY TIMES-UNION · BALTIMORE NEWS-POST AND SUNDAY AMERICAN · MILWAUKEE SENTINEL · LOS ANGELES EXAMINER
BOSTON RECORD-AMERICAN AND SUNDAY ADVERTISER · LOS ANGELES HERALD-EXPRESS · NEW YORK JOURNAL-AMERICAN
DETROIT TIMES · SAN ANTONIO LIGHT · SAN FRANCISCO EXAMINER · NEW YORK MIRROR · PITTSBURGH SUN-TELEGRAPH
SEATTLE POST-INTELLIGENCER · SAN FRANCISCO CALL-BULLETIN · THE AMERICAN WEEKLY · PUCK – THE COMIC WEEKLY

Downyflake Frozen Pancakes & Waffles	42,957
Downyflake Frozen Waffles	54,698
Howdy Doody Frozen Treats	1,531
DOUGLAS AIRCRAFT CO.	124,788
DOUGLAS MFG. CO.	
Turbo-Jet Converter	28,870
DOW CHEMICAL CO.	159,623
Dowell	195
Saran Wrap	159,428
DOYLE PACKING CO. OF NEW JERSEY	
Strongheart Dog Food	36,174
DREWRY'S LTD., U. S. A.	316,695
Drewry's Beer	299,649
Drewry's Triangle Ale	1,098
Friars Ale	15,948
DREYFUS, ASHBY & CO.	69,002
Carpano Vermouth	174
Long John Scotch Whisky	68,828
DRUG RESEARCH CORP.	443,028
Insta-Pep	30,207
Regimen Tablets	380,663
Super Sustamin 2-12	32,158
DUBUQUE PACKING CO.	36,589
DUFFY-MOTT CO.	334,916
Clapp's Baby Foods	9,651
Mott's Apple Sauce	67,922
Mott's Juices	66,135
Sunsweet Juices	191,208
DUGAN BROS.	92,319
Bread	90,163
Products	2,156
DUKE POWER CO.	230,431
DULANY & SON.	47,135
Frozen Foods	40,973
Frozen Vegetables	6,162
DU MONT LABORATORIES ALLEN B.	
Television	45,028
DUNCAN COFFEE CO.	254,929
Admiration Coffee	43,524
Maryland Club Coffee	85,310
Maryland Club Coffee & Instant Coffee	68,863
Maryland Club Instant Coffee	57,232
DUNLOP TIRE & RUBBER CO.	150,682
DUOFOLD INC.	
Underwear	28,000
DU PONT de NEMOURS & CO., E. I.	1,872,567
Anti-Rust	30,159
Auto Polish	83,340
Blankets	2,150
Car Wax	137,066
Dacron	87,760
Flowkote	23,449
Garden Products	43,751
Grasselli	4,429
Karmex	1,827
Mansate	2,381
Nugreen	1,110
Nylon	142,837
Orlon	114,902
Paints	146,11
Perzate	1,305
Sponge	77,818
Zerex Anti-Freeze	271,287
Zerone Anti-Freeze	96,796
Zerone & Zerex	48,098
Institutional	424,282
Products	131,707
DUQUESNE BREWING CO. OF PITTSBURGH	184,479
DUQUESNE LIGHT CO.	242,775
DUSHARME PRODUCTS	
Dusharme	101,040
DUTTON & CO.	
Books	83,398

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EAST OHIO GAS CO.	322,758
EASTCO	313,785
Clearasil	162,035
Cura-Ped	9,094
Espotabs	41,079
Scratchex	50,920
Sulfodene	50,657
EASTERN AIRLINES	3,635,321
EASTERN SHIPPING CORP.	330,300
EASTMAN KODAK CO.	872,952
Brownie Movie Camera	58,025
Chromspun	21,935
Eastman Chemical Products, Inc.	66,873
Eastman Kodak Co.-Institutional	42,108
Kodak Camera	52,841
Kodak Camera & Projector	2,075
Kodak Film	1,523
Kodak Products	563,732
Tenite Acetate	12,435
Verel Carpets & Rugs	43,545
Verifax	7,860
ECONOMICS LABORATORY	399,723
Electra-Sol	122,567
Finish Detergent	246,120
Soilax	31,036
EHLERS INC., ALBERT	31,641
Coffee	14,013
Instant Coffee	8,183
Instant Espresso Coffee	9,445
EL AL ISRAEL AIRLINES	189,113
ELECTRIC STORAGE BATTERY CO.	162,518
Exide Batteries	111,510
Grant Batteries	7,023
Willard Batteries	43,985
ELECTRICAL ASSN. OF PHILADELPHIA	62,527
ELGIN NATIONAL WATCH CO.	
Watches	192,702
ELLIOT PAINT & VARNISH CO.	30,393
ELMIRA CARD CO.	
Greeting Cards	56,712
EL PASO NATURAL GAS CO.	30,049
EMBASSY TOURS	38,404
EMBREE MFG. CO.	63,842
Koton Paints	32,284
Wipe-On	31,558
EMERSON RADIO & PHONOGRAPH CORP.	116,137
Air Conditioner	24,837
Phonograph	14,384
Radio	39,75
Radio & Television	6,922
Television	30,240
EMPLOYERS CASUALTY CO.	39,550
EMPRESS FISHERY CO.	
Frozen Fish Products	33,305
ENCYCLOPEDIA BRITANNICA	151,978
Encyclopedia Britannica	123,098
Great Books of the Western World	28,880
EQUITABLE GAS CO.	86,39
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.	101,843
ERICKSON HAIR & SCALP SPECIALISTS	43,992
ERIE BREWING CO.	39,15
Erie Beer	2,322
Koehler's Beer	36,832
ESQUIRE	150,346
Coronet	86,480
Esquire	63,866
ETERNALITE	
Lamps	25,348
EUROPEAN TRAVEL COMMISSION	45,121
EVERSHARP	
Schick Injector Blades & Razors	355,713
EVERSWEET CORP.	
Orange Juice	48,107
EXERCYCLE CORP.	
Exercycle	62,931
EZO PRODUCTS CO.	
Dental Cushions	71,049

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FACTOR & CO., MAX	
Toilet Preparations	434,790
FACTORY DOLL CO.	54,60
FAIRMONT FOODS CO.	229,047
Cottage Cheese	33,339
Dairy Products	25,832
Dip'n Snak	14,725
Foods	37,695
Frozen Fruits	48,48
Ice Cream	50,591
Milk	18,376
FALLS CITY BREWING CO.	306,154
Falls City Beer	304,27
Great Falls Beer	1,875
FALSTAFF BREWING CORP.	
Beer	237,341
FAMILY CIRCLE	36,340
FAMILY GARDEN'S NURSERY SALES CO.	263,270
FARM & HOME EQUIPMENT CO.	65,141
FARMERS INSURANCE GROUP	204,845
FARRAR, STRAUS & CUDAHY	47,752
FAWCETT PUBLICATIONS	
True	111,711
FEDDERS-QUIGAN CORP.	
Air Conditioners	288,824
FEDERAL HOUSING ADMINISTRATION	25,568
FELS & CO.	179,248
Fels Cleaner	13,280
Fels Liquid Detergent	139,183
Instant Fels Naptha	26,785
FERGUS IMPORTED CARS	45,189
Borgward	44,838
Morgan	351
FERNAK CO.	
Barcentrate	40,034
FIAT MOTOR CO.	198,715
Abarth	2,219
Fiat	196,496
FILBERT INC., J. H.	667,694
Honey Gold Margarine	110,768
Mrs. Filbert's Margarine	422,307
Mrs. Filbert's Mayonnaise	116,625
Products	17,994
FILON PLASTICS CORP.	46,165
FINANCIAL WORLD	88,369
FIRESTONE TIRE & RUBBER CO.	1,278,607
Batteries	3,621
Muffler	6,593
Tires	1,154,416
Institutional	18,877
Products	95,100
FIRTH CARPET CO.	
Carpets & Rugs	39,124
FISCHER BAKING CO.	
Baking Products	65,704
FISHER BREWING CO.	
Beer	25,961
FISHER FLOURING MILLS CO.	57,477
Fisher Flour	5,059
Fisher Pancake & Waffle Mix	2,353
Fisher Scone Mix	1,914
Fisher Wheat Germ	7,081
Zoom	41,070
FLEETWOOD CO.	147,031
Tintz Shampoo	31,196
Wate-On	115,835
FLEXEES, INC.	25,775
FLEX-O-GLASS INC.	
Warp's Flex-O-Glass	67,793
FLORIDA CITRUS COMMISSION	454,059
Frozen Orange Juice	199,500
Grapefruit	76,812
Grapefruit & Oranges	2,291
Oranges	73,526
Tangerines	101,930
FLORIDA DEVELOPMENT COMMISSION	122,608
FLORIDA FRUIT & VEGETABLE ASSN.	32,804
FLORIDA POWER & LIGHT CO.	90,625
FLORIDA SHORES	69,645
FLOTILL PRODUCTS, INC.	29,527
Tasti-Diet Products	129
Tasti-Diet Sweetnin	3,933
Tillie Lewis Tasti Diet Products	25,465
FLYING TIGER LINE, INC.	154,275
FOLGER & CO., J. A.	505,807
Coffee	181,807
Instant Coffee	324,000
FOOD MACHINERY & CHEMICAL CORP.	88,736
Bolens Mower	538
Diphacin	70,696
Niagara Garden Products	17,502
FOOD SPECIALTIES, INC.	
Appian Way Pizza Mix	27,052
FORBES INC.	42,106
FORD MOTOR CO.	20,000,024
Anglia Cars	37,559
Consul Cars	20,144
Continental Cars	307,721
Continental & Lincoln Cars	87,973
Edsel Cars	2,662,991
Edsel & Mercury Cars	35,744
Ford Cars	9,631,328
Ford (used) Cars	12,600
Ford Haying Equipment	428
Ford International	602,912
Ford Parts	2,930
Ford Tractors	8,149
Ford Trucks	712,413
Lincoln Cars	825,835
Lincoln & Mercury Cars	332,100
Mercury Cars	4,147,102
Taunus	79,826
Thunderbird Cars	186,661
Institutional	305,608
FOREMOST DAIRIES	458,951
Big Dip Ice Cream	1,683
Dolly Madison Ice Cream	9,282
Foremost Buttermilk	19,068
Foremost Cottage Cheese	22,520
Foremost Dairy Products	58,462
Foremost Evaporated Milk	20,562
Foremost Ice Cream	106,118
Foremost Milk	17,902
Foremost Sherbets	1,256
Golden State Buttermilk	13,859
Golden State Cottage Cheese	43,303
Golden State Dairy Products	46,735
Golden State Ice Cream	72,138
Golden State Milk	26,063
FORMFIT CO.	436,822
FORREST CO.	
Serts	35,445
FORREST KEELING NURSERY	61,741
FORST PACKING CO.	26,030
Forst's Meat Products	1,638
Frend Cat & Dog Food	24,392
FORT HOWARD PAPER CO.	
Page Paper Products	31,099
FOSTER-MILBURN CO.	524,055
Doan's Pills	475,841
Ice-Mint	48,214
FRANK LTD., WALLY	29,132
Cigars	7,994
Pipes	21,138
FRANZ BAKING CO.	44,582
Baking Products	10,588
Bread	33,994
FREIHOFFER BAKING CO.	
Baking Products	27,212
FRENCH GOVERNMENT TOURIST OFFICE	57,205
FRENCHETTE CO.,	
Frenchette Salad Dressing	265,002
FRIEND BROS.	
Beans	40,422
FRONTIER AIRLINES	45,866
FULLER, W. P. & CO.	
Paints	212,714
FULWOODS PLANT CO.	39,022
FUNK & WAGNALLS CO.	
Books	35,694
FURNESS BERMUDA STEAMSHIP LINE	177,148
FUTORIAN-STRATFORD FURNITURE CO.	
Stratalounger	116,502

G

GALLO WINERY	
Wines	77,828
GARCELON STAMP CO.	39,057
GARCIA Y VEGA	
Cigars	77,312
GARY-HOWE CORP.	
Wonder-Slim	45,833
GATES RUBBER CO.	
Tires	43,843
GENERAL ANILINE & FILM CORP.	416,388
Ansco Films	331,385
Ansco Products	79,920
Ozalid Equipment	5,083
GENERAL CIGAR CO.	735,503
Aurelia	21,936
Corina	201,058
Robert Burns	20,686
White Owl	490,632
Products	1,191
GENERAL DEVELOPMENT CORP.	36,564
GENERAL DYNAMICS CORP.	28,021
Convair	3,709
Institutional	24,312
GENERAL ELECTRIC CO.	7,004,632
G E Air Conditioner	168,702
G E Air Conditioner & Ranges	4,641
G E Appliances	366,808
G E Blanket	6,401
G E Can Opener	13,038
G E Cleaner & Polisher	172,281
G E Coffee Maker	16,193

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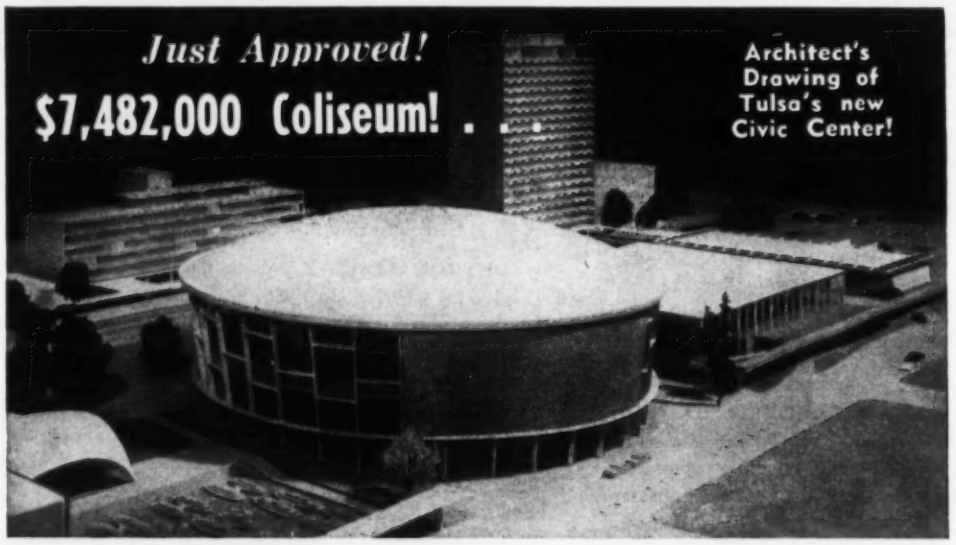

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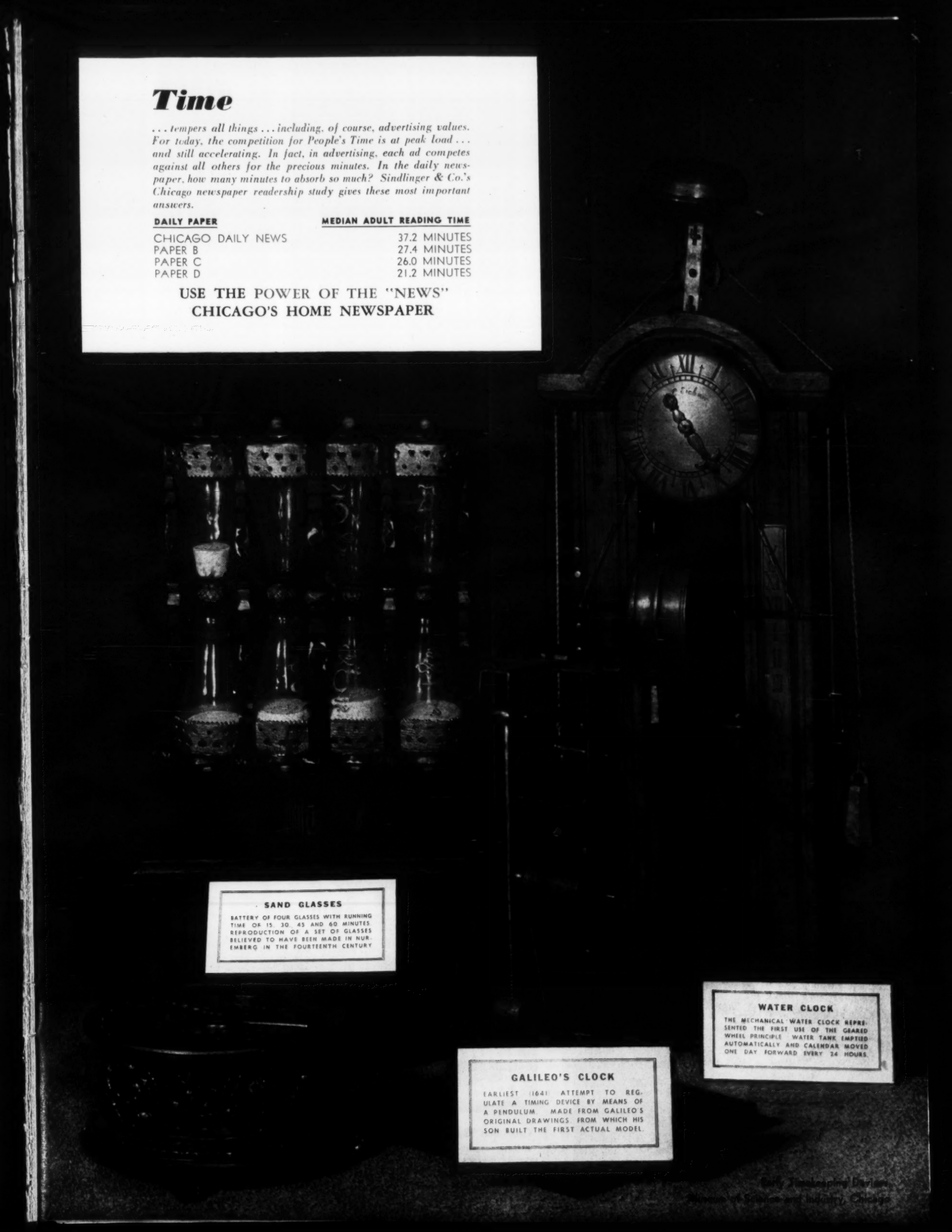
. . . tempers all things . . . including, of course, advertising values. For today, the competition for People's Time is at peak load . . . and still accelerating. In fact, in advertising, each ad competes against all others for the precious minutes. In the daily newspaper, how many minutes to absorb so much? Sindlinger & Co.'s Chicago newspaper readership study gives these most important answers.

DAILY PAPER	MEDIAN ADULT READING TIME
CHICAGO DAILY NEWS	37.2 MINUTES
PAPER B	27.4 MINUTES
PAPER C	26.0 MINUTES
PAPER D	21.2 MINUTES

USE THE POWER OF THE "NEWS"
CHICAGO'S HOME NEWSPAPER


SAND GLASSES
BATTERY OF FOUR GLASSES WITH RUNNING TIME OF 15, 30, 45 AND 60 MINUTES. REPRODUCTION OF A SET OF GLASSES BELIEVED TO HAVE BEEN MADE IN NUREMBERG IN THE FOURTEENTH CENTURY.
GALILEO'S CLOCK
EARLIEST (1641) ATTEMPT TO REGULATE A TIMING DEVICE BY MEANS OF A PENDULUM. MADE FROM GALILEO'S ORIGINAL DRAWINGS FROM WHICH HIS SON BUILT THE FIRST ACTUAL MODEL.
WATER CLOCK
THE MECHANICAL WATER CLOCK REPRESENTED THE FIRST USE OF THE GEARED WHEEL PRINCIPLE. WATER TANK EMPTIED AUTOMATICALLY AND CALENDAR MOVED ONE DAY FORWARD EVERY 24 HOURS.

G E Dishwasher	118,338
G E Dishwasher & Disposal	1,176
G E Dishwasher & Range	1,079
G E Disposall	9,219
G E Dryer	77,205
G E Dryer & Washer	214,295
G E Fans	15,967
G E Flashbulbs	68,292
G E Freezer	400,319
G E Freezer & Refrigerator	45,703
G E Heating Equipment	7,878
G E High Fidelity Components	38,236
G E-Institutional	236,413
G E Iron	22,540
G E Kitchens	15,267
G E Lamps	114,412
G E Marine Equipment	3,249
G E Mixer	24,289
G E Mobile-Maid Dishwasher	70,492
G E Phonograph	123,165
G E Products	1,239,055
G E Radio	366,499
G E Ranges	160,314
G E Refrigerator	517,626
G E Refrigerator & Washer	16,867
G E Rotisserie Oven	37,166
G E Silicones	1,633
G E Small Appliances	1,212
G E Stylus	7,873
G E Telechron Clocks	131,785
G E Television	592,010
G E Tubes	5,773
G E Vacuum Cleaner	7,780
G E Washer	675,349
G E Water Heater	11,871
Hotpoint Air Conditioner	2,185
Hotpoint Appliances	22,771
Hotpoint Dishwasher	77,376
Hotpoint Dryer	12,138
Hotpoint Dryer & Washer	6,457
Hotpoint Freezer	6,427
Hotpoint Freezer & Refrigerator	5,486
Hotpoint Inc.-Institutional	4,189
Hotpoint Oven	14,450
Hotpoint Products	314,743
Hotpoint Ranges	119,406
Hotpoint Ranges & Refrigerators	3,592
Hotpoint Refrigerators	178,594
Hotpoint Television	38,527
Hotpoint Washer	55,237
Hotpoint Water Heater	11,603
Weathertron	2,945
GENERAL FOODS CORP.	14,193,039
Baker's Chocolate Chips	49,112
Baker's Coconut	6,163
Baker's Instant Chocolate	517
Birds Eye Frozen Dinners	77,537
Birds Eye Frozen Fish Products	56,613
Birds Eye Frozen Foods	697,817
Birds Eye Frozen Fruits	20,924
Birds Eye Frozen Juices	24,795
Birds Eye Frozen Orange Juice	442
Birds Eye Frozen Pies	78,683
Birds Eye Frozen Vegetables	349,115
Bireley's Soft Drink	14,061
Calumet Baking Powder	92,115
Certo & Sure-Jell	81,925
Country Kitchen Syrup	17,080
D-Zerta Desserts	201,857
Dream Whip	382,137
Gaines Biscuits	393,214
Gaines Meal	272,184
Gaines Menu	58,353
General Foods Corp.-Institutional	13,577
General Foods Products	9,331
Good Seasons Salad Dressing Mix	402,355
Grape-Nuts	178,769
Grape-Nuts Flakes	390,084
Grape-Nuts & Grape-Nuts Flakes	2,686
Jell-O Gelatin	2,520,018
Jell-O Instant Pudding	19,753
Jell-O Pie Filling	404,737
Kool-Aid	230,866
La France	245,601
Log Cabin Syrup	19,554
Maxwell House Coffee	106,064
Maxwell House Instant Coffee	955,886
Minute Rice	1,058,709
Minute Tapioca	158,148
Post Alpha Bits	767,715
Post Bran Flakes	3,128
Post Cereals	250,037
Post 40% Bran Flakes	266,014
Post-Tens	462,370
Post Toasties Corn Flakes	363,704
Postum	138,783
S.O.S.	787,633
Sanka Coffee	23,467
Sanka Instant Coffee	131,162
Sure-Jel	20,188
Swans Down Cake Mix	252,699
Tang Instant Breakfast Drink	1,101,339
Tuffy	19,383
Yuban Coffee	11,746
Yuban Instant Coffee	2,889
GENERAL MILLS	5,679,067
Betty Crocker Baking Products	81,608
Betty Crocker Bisquick Biscuits	57,305
Betty Crocker Boston Cream Pie Mix	299,144
Betty Crocker Brownie Mix	3,724
Betty Crocker Cake Mix	885,607
Betty Crocker Cook Book	12,429
Betty Crocker Cookie Mix	38,205
Betty Crocker Frosting Mix	60,261
Betty Crocker Macaroon Mixes	2,901
Betty Crocker Meringue Mix	99,768
Betty Crocker Mixes	233,814
Betty Crocker Muffin Mix	182,460
Betty Crocker Pancake & Waffle Mix	65,618
Betty Crocker Pie Crust Mix	92,877
Betty Crocker Pudding Cake Mix	102,300
Bisquick	366,671
Cheerios	134,487
Coca Puffs	34,960
Corn Chex	24,279
General Mills Institutional	436,039
Gold Medal Flour	724,931
Hi-Pro Cereal	777,246
Protein Plus	325,644
Purasnow Flour	3,108
Red Brand Flour	16,181
Sperry Drifted Snow Flour	5,304
Surechamp Dog Food	117,087
Trix	281,399
Wheat Hearts	7,649
Wheaties	206,061
GENERAL MOTORS CORP.	34,603,336
A C Spark Plugs	4,679
Buick Cars	4,796,216
Cadillac Cars	3,672,186
Central Foundry	1,234
Chevrolet Cars	10,437,555
Chevrolet (Used) Cars	1,009,438
Chevrolet & Corvette Cars	6,828
Chevrolet Soap Box Derby	78,379
Chevrolet Truck	2,369,890
Corvette Cars	180,569
Delco Batteries	93,586
Delco Car Radio	4,920
Delco Heating Equipment	6,437
Delco-Remy Auto Parts	4,601
Detroit Diesel Engine Division	4,113
Electro-Motive Division	3,410
Fisher Bodies	22,340
Frigidaire Air Conditioner	1,910
Frigidaire Appliances	10,352
Frigidaire Dryer	7,005
Frigidaire Dryer & Washer	48,456
Frigidaire Freezer	2,714
Frigidaire Products	140,614
Frigidaire Ranges	9,679
Frigidaire Refrigerator	328,142
Frigidaire Washer	218,795
GMC Trucks	407,485
General Motors Corp.-Institutional	687,952
Harrison Air Conditioner	145,188
Oldsmobile Cars	6,026,637
Oldsmobile (Used) Cars	32,025
Opel	70,212
Pontiac Cars	3,704,426
Vauxhall	65,363
GENERAL SERVICES ADMINISTRATION	69,551
GENERAL STEAM NAVIGATION CO. LTD. OF GREECE	
Greek Line	77,772
GENERAL TELEPHONE CO.	92,328
GENERAL TELEPHONE CO. OF CALIF.	39,706
GENERAL TIME CORP.	
Westclox	248,562
GENERAL TIRE & RUBBER CO.	
General Tires	604,020
GENERAL TRADING CO.	
Flowers Unlimited	43,064
GENESEE BREWING CO.	
Genesee Beer	78,168
GEORGIAN BAY LINE	45,897
GERBER PRODUCTS CO.	
Gerber Baby Foods	651,566
GERMANIC AUTO DISTRIBUTORS	
D K W Truck	29,737
GILBERT CO., A. C.	96,961
American Flyer Trains	13,391
Gilbert Toys	83,570
GILL SOAP CO. THOMAS	
Johnson's Foot Soap	25,678
GILLETTE CO.	2,249,120
Deep Magic	404
Gillette Blades & Razors	978,456
Paper-Mate Pencil & Pens	59,355
Self Permanent	261,764
Thorexin	35,785
Toni Home Permanent	280,768
Toni Preparations	632,588
GINDEN NURSERY CO.	44,953
GLADIOLA BISCUIT CO.	134,320
Cake Mixes	116,458
Flour	17,862
GLASSPAR CO.	
Glasspar Boats	34,873
GLENCOE DISTILLING CO.	30,800
Fortuna Whisky	8,268
Glencoe Whisky	22,532
GLENMORE DISTILLERS CO.	1,605,478
Glenmore Bourbon	12,774
Glenmore Vodka	2,526
Glenmore Whisky	414,521
Glenmore Whiskies	24,237
House of Lords Scotch	4,868
Kentucky Tavern Whisky	462,649
King's Ransom Scotch Whisky	43,343
Old Glenmore	60,286
Old Kentucky Tavern	10,546
Old Thompson Whisky	223,395
Yellowstone Whisky	346,333
GLESSNER CO.	
Pain-A-Lay	33,938
GLIDDEN CO.	630,409
Durkee's Barbecue Seasoning	7,216
Durkee's Coconut	89,542
Durkee's Extracts & Spices	83,112
Durkee's Foods	2,726
Durkee's Instant Onion	3,142
Durkee's Margarine	18,086
Durkee's Mayonnaise	13,656
Durkee's Salad Dressing	6,375
Glidden Paints	199,530
Spred Paints	207,024
GLOVER CO., H. CLAY	
Hair Preparation	69,015
GODCHAUX SUGARS, INC.	38,268
GOEBEL BREWING CO.	105,839
Goebel Beer	86,061
Guinness Stout	19,778
GOETZ BREWING CO.	
Country Club Beer	44,622
GOLD BELL & GIFT STAMPS	
Gift Stamps	50,597
GOLD BOND STAMP CO.	30,884
GOLDEN GRAIN MACARONI CO.	69,697
Macaroni Products	50,576
Rice-A-Roni	19,121
GOLDEN PEACOCK	77,004
Esoterica	67,792
Golden Peacock Preparations	2,602
Hormonex Preparations	6,610
GOLIATH-HANSA	
Goliath	27,159
GOODRICH CO., B. F.	1,987,670
Goodrich Plastic Hoops	334
Goodrich Texafoam Cushioning	7,645
Goodrich Tires	1,870,707
Hood Tires	38,952
Koroseal Footwear	18,432
Sun-Steps	51,600
GOODYEAR TIRE & RUBBER CO.	2,665,044
Goodyear Flooring	15,994
Goodyear Products	8,418
Goodyear Tire	2,537,188
Kelly Tires	12,549
Neolite Heels & Soles	982
No Scrub Flooring	89,913
GOODY'S MFG. CORP.	
Goody's Headache Powder	38,953
GORDON BAKING CO.	
Bread	102,542
GOSSARD CO., H. W.	26,080
GOVERNMENT EMPLOYEES INSURANCE GROUP	27,863
GRACE & CO., W. R.	64,354
GRASS NOODLE CO.	
Mrs. Grass' Soups	145,065
GREAT NORTHERN RAILWAY CO.	305,826
GREAT SOUTHERN LIFE INSURANCE CO.	64,074
GREAT WESTERN SUGAR CO.	
G. W. Sugar	70,551
GREEN GIANT CO.	830,624
Green Giant Vegetables	418,854
Green Giant Vegetables & Niblets	156,724
Niblets	255,046
GREENWOOD MILLS	51,612
GREYHOUND CORP.	1,210,880
Bus Transportation	1,203,656
Rent-A-Car	7,224
GREYSTONE CORP.	428,830
American Recording Society	3,403
Art Treasures of The World	4,302
Capitol Record Club	411,833
Children's Record Guild	2,185
Music Treasures of The World	7,107
GROCERS BAKING CO.	
Honey Krust Bread	26,337
GROCERY STORE PRODUCTS CO.	556,328
B in B Gravy	46,393
B in B Mushrooms	152,682
Cream of Rice	202,025
Fould's Macaroni Products	11,870
Kitchen Bouquet Gravy	143,358
GROLIER SOCIETY	109,965
GROUP HOSPITAL, MEDICAL & SURGICAL SERVICE INC.	
Blue Cross & Blue Shield	37,593
GROUP HOSPITAL SERVICE & OKLAHOMA PHYSICIANS SERVICE	
Blue Cross & Blue Shield	34,089
GROVE LABORATORIES	587,230
Citroid Compound	125,203
Pazo	462,027
GUEST AIRWAYS MEXICO	33,367
GULDEN INC., CHARLES	
Mustard	222,043
GULF GUARANTY LAND & TITLE CO.	129,236
GULF LIFE INSURANCE CO.	75,518
GULF OIL CORP.	2,854,696
Gasoline & Oils	2,711,928
Heating Oil	76,763
Spray	50,283
Tires	9,542
Institutional	6,180
GWALTNEY MEAT PACKING CO.	
Meat Products	26,212

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HABITANT SOUP CO.	
Soups	28,791
HAFFENREFFER & CO.	
Beer	95,594
HALL BROS.	
Hallmark Greeting Cards	108,913
HAMILTON MFG. CORP.	
Cosco Furniture	56,994
HAMILTON MFG CO.	82,120
Hamilton Dryer	55,306
Hamilton Dryer & Washer	24,784
Hamilton Washer	2,030
HAMM BREWING CO.	
Beer	184,982
HANCOCK MUTUAL LIFE INSURANCE CO.	59,055
HAND BREWERY CO.	169,969
Meister Brau Beer	141,563
Peter Hand Reserve Beer	28,406
HANES KNITTING CO., P. H.	
Baby Wear	55,254
HANSEN'S LABORATORY	83,224
Junket Desserts	34,635
Junket Quick Fudge	48,589
HAPPINESS TOURS	57,536
HARCOURT, BRACE & CO.	
Books	79,592
HARLEYSVILLE INSURANCE CO.	99,194
HARPER & BROS.	323,663
Atlantic	18,301
Books	305,362
HARRISON HOME PRODUCTS CORP.	
Addiator	128,566
HART DISTILLERIES ALFRED	
Kamchatka Vodka	25,085
HARTFORD ELECTRIC LIGHT CO.	100,132
HARVARD UNIVERSITY PRESS	25,166
HAWAII VISITORS BUREAU	29,945
HAWAIIAN PINEAPPLE CO.	848,787
Dole Frozen Juices	55,557
Dole Fruits	365,332
Dole Fruits & Juices	29,039
Dole Juices	149,951
Dole Pineapple	121,948
Dole Pineapple-Grapefruit Juice	83,551
Dole Products	38,398
Dole Vegetables	5,011
HAWTHORN-MELLODY FARMS	
DAIRY	52,014
Cottage Cheese	8,780
Egg Nog	6,272
Ice Milk	3,445
Milk	18,990
Toppings	4,712
Products	9,815
HEARST CORP.	371,870
American Weekly	45,783
Baltimore News-Post	3,388
Boston Advertiser, American & Record	614
Detroit Times	2,342
Hearst Newspapers	18,698
Los Angeles Examiner	10,920
Los Angeles Herald Express	1,344
New York Journal American	169,520

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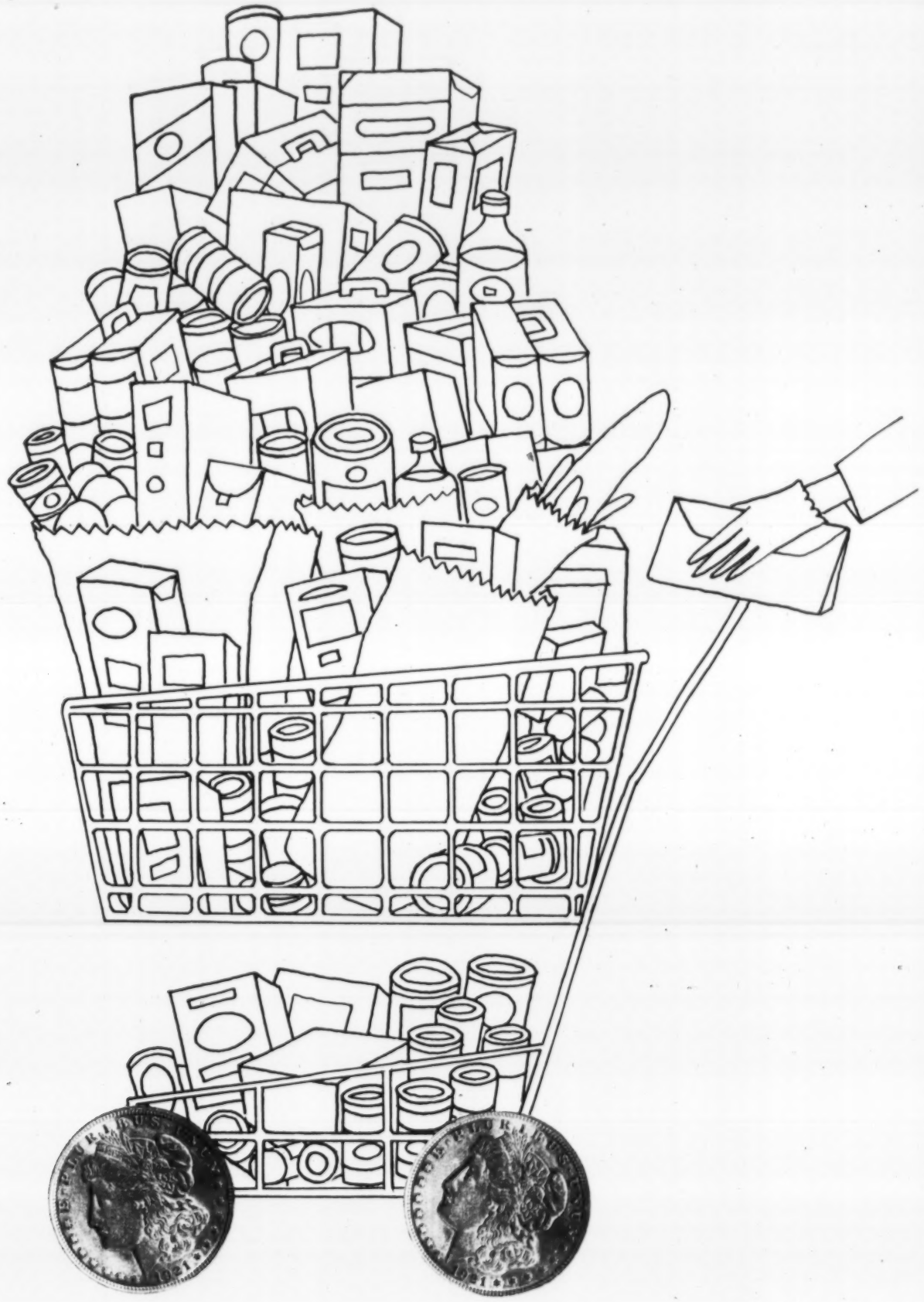

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ABC

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● A European Edition of the Herald Tribune is published daily in Paris

New York Mirror	75,016
San Francisco Examiner	44,245
HEARST MAGAZINES	631,268
Bride & Home	2,082
Cosmopolitan	668
Good Housekeeping	363,008
Harpers Bazaar	4,035
Hearst Magazines	51,249
Motor Book	183,130
Sports Afield	26,826
HEAVEN HILL DISTILLERS	52,141
Bourbon Falls Whisky	1,791
Heaven Hill & Old Heaven Hill Whiskies	12,678
Heaven Hill Whisky	32,311
Old Heaven Hill Whisky	5,361
HEIDELBERG BREWING CO.	
Alt Heidelberg Beer	53,205
HEILEMAN BREWING CO.	
Old Style Beer	116,504
HEINZ CO., H. J.	2,292,355
Baby Foods	1,005,249
Beans	191,563
Campside Beans	2,768
Foods	5,207
Ketchup	367,014
Ketchup and Chili Sauce	2,977
Krink-L-Chips	14,746
Macaroni & Spaghetti	72,350
Minute Meals	1,477
Mustard	14,429
Pickles	19,406
Relish	76,098
Sauce	68,564
Soups	247,628
Stew	9,158
Vinegar	120,356
Worcestershire Sauce	15,882
Products	57,483
HELENE CURTIS INDUSTRIES	1,427,171
Enden Shampoo	93,71*
Finesse Shampoo	2,788
Helene Curtis Preparations	428,891
Helene Curtis Shampoo	195,192
Kings Men & Lentheric Preparations	9,193
Kings Men Preparations	183,536
Lentheric Preparations	88,102
Stopette	425,751
HENNEY MOTOR CO.	
Eureka Vacuum Cleaners	251,667
HENRI'S FOOD PRODUCTS CO.	
Dressings	53,683
HERTZ CORP.	
Rent-A-Car	56,952
HEUBLEIN & BROS.	1,723,817
A-1 Sauce	34,633
Bell's Special Reserve Scotch Whisky	51,483
Harvey's Wine	25,896
Heublein Creme De Menthe	686
Milshire Gin	870
Ming Teas	1,455
Old Jordan Whisky	1,924
Old Jordan & T. W. Samuels Whisky	372
Relska Vodka	104,139
Ryebrook Whisky	7,806
Smirnoff Vodka	1,485,520
T. W. Samuels Whisky	9,033
HILLS BROS. COFFEE	74,743
Coffee	17,247
Coffee & Instant Coffee	3,219
Instant Coffee	54,277
HIRES CO.	
Root Beer	26,875
HOBART MFG. CO.	
Kitchen Aid Dishwasher	65,237
HOFFMAN ELECTRONICS CORP.	120,234
Phonograph	23,465
Radio	8,604
Television	88,165
HOLLAND-AMERICA LINE	
Steamship Transport	316,393
HOLT & CO.	
Books	102,229
HOME BAKERS	
Rainbo Bread	61,686
HOME BREWING CO.	
Richbrau Beer	27,519
HOME LINES AGENCY	250,055
Hamburg Atlantic Line	79,005
Steamship Transport	171,050
HOOD CHEMICAL CO.	46,870
E-Z Starch	9,687
33 Bleach	20,958
Products	16,225
HOOD & SONS, H. P.	223,596
Cottage Cheese	48,071
Cream	32,620
Dairy Products	21,732
Ice Cream	73,315
Juices	14,823
Milk	10,297
Skimmed Milk	19,922
Products	2,816
HOOVER CO.	273,517
Cleaner & Polisher	82,402
Vacuum Cleaner	191,115
HORMEL & CO., GEO. A.	441,836
Dinty Moore Beef Stew	71,030
Hormel Chili	88,494
Hormel Meat Products	122,907
Mary Kitchen Corned Beef & Roast Beef Hash	122,807
Spam	36,598
HORTICULTURE INC.	35,474
HOSPITAL SERVICE CORP. & MEDICAL SOCIETY PHYSICIANS SERVICE OF RHODE ISLAND	
Blue Cross & Blue Shield	31,075
HOSPITAL SERVICE OF IOWA & IOWA MEDICAL SERVICE	
Blue Cross & Blue Shield	25,140
HOSPITAL SERVICE, MEDICAL & SURGICAL PLAN OF NEW JERSEY	
Blue Cross & Blue Shield	33,434
HOSPITAL SERVICE OF SOUTHERN CALIFORNIA	
Blue Cross & Blue Shield	28,168
HOUBIGANT SALES CORP.	30,765
April Showers Deodorant	9,478
Cheramy Preparations	17,869
Houbigant Preparations	3,418
HOUGHTON MIFFLIN CO.	
Books	112,738
HOUSTON LIGHT & POWER CO.	174,386
HUDEPOHL BREWING CO.	
Beer	78,579
HUDSON PULP & PAPER CORP.	126,798
Napkins	15,181
Tissues	3,209
Toilet Tissue	69,416
Products	38,992
HUDSON RIVER DAY LINE	62,151
HUDSON VITAMIN PRODUCTS	115,425
HUFFMAN MFG. CO.	
Huffy Mowers	26,978
HULMAN & CO.	103,541
Clabber Girl Baking Powder	103,034
K C Baking Powder	507
HUMPHREY'S MEDICINE CO.	32,448
Humphrey's 11	28,188
Ointment	4,260
HUNT FOODS & INDUSTRIES	5,425,390
Blue Plate Products	19,139
Hunt's Catsup	513,604
Hunt's Tomato Paste	908,246
Hunt's Tomato Sauce	399,174
Snider's Catsup	797,136
Wesson Oil	2,788,091
HUPP CORP.	34,869
Gibson Refrigerator	12,156
Perfection Heater	22,713
HYGRADE FOOD PRODUCTS CORP.	40,134
Carstens Meat Products	1,437
Hygrade Meat Products	38,697

I

IXL FOOD CO.	
Products	36,626
ICELANDIC AIRLINES	68,857
IDAHO ADVERTISING COMMISSION	218,483
Instant Mashed Potatoes	3,936
Onions & Potatoes	4,191
Plums	8,621
Potatoes	198,133
Prunes	3,602
ILLINOIS BELL TELEPHONE CO.	267,133
ILLINOIS CENTRAL RAILROAD CO.	164,744
ILLINIOS MEAT CO.	109,031
Broadcast Beef Stew	38,748
Broadcast Chili	14,693
Broadcast Corned Beef Hash	39,505
Broadcast Foods	16,085
ILLINOIS STATE TOLL HIGHWAY COMMISSION	69,706
IMPERIAL SUGAR CO.	25,199
INCABLOC CORP.	26,518
INCRES NASSAU LINE	
Steamship Transport	143,614
INDIANA BELL TELEPHONE CO.	95,978
INDIANA & MICHIGAN ELECTRIC CO.	61,854
INDIANAPOLIS POWER & LIGHT CO.	60,367
INDUSTRIAL RAYON CORP.	25,806
INGRAM'S MENTHOL CO.	
Ingram Shave Cream	317,318
INSTITUTE OF COMMERCIAL ART	
Famous Artists Schools	136,885
INSTITUTE OF LIFE INSURANCE	1,278,343
INSTITUTE OF MENTALPHYSICS	73,915
INTERNATIONAL BUSINESS MACHINES CORP.	222,803
INTERNATIONAL HARVESTER CO.	762,589
International Tractors	1,991
International Trucks	760,598
INTERNATIONAL METAL PRODUCTS CO.	
Arctic Circle Air Cooler	34,238
INTERNATIONAL MILLING CO.	296,376
Big Joe Flour	6,010
Robin Hood Flour	290,366
INTERNATIONAL MINERALS & CHEMICAL CORP.	698,652
Ac'cent	680,923
Thrive Lawn Food	17,729
INTERNATIONAL NICKEL CO.	163,568
INTERNATIONAL SALT CO.	372,615
Sterling Halite Salt	92,167
Sterling Salt	280,448
INTERNATIONAL SHOE CO.	80,344
City Club Shoes	18,450
Poll-Parrot Shoes	22,081
Randcraft Shoes	17,628
Red Goose Shoes	10,155
Weather-Bird Shoes	12,030
INTERNATIONAL SILVER CO.	409,020
1847 Rogers Bros. Silverware	283,779
Holmes & Edwards Silverware	93,750
International Silver Co.-Institutional	31,491
INTERNATIONAL SWIMMING POOL CORP.	
Esther Williams Swimming Pool	71,303
INTERNATIONAL TELEPHONE & TELEGRAPH CORP.	104,330
INTERSTATE BAKERIES CORP.	189,889
Blue Seal Bread	35,652
Butternut Bread	22,198
Interstate Bakery Products	4,101
Log Cabin Baking Products	5,404
Log Cabin Bread	29,519
Mrs. Karl's Bread	1,264
Up-Side-Down Bread	64,377
Weber's Bread	27,374
IOWA POWER & LIGHT CO.	86,134
IRISH AIRLINES	85,541
IROQUOIS GAS CORP.	129,792
ITALIAN LINE	
Steamship Transport	149,950

J

JACK'S TASTY SNACK CORP.	
Cheese Twists	27,094
JACKSON BREWING CO.	
Jax Beer	25,963
JACKSON & PERKINS	48,174
JACOBSEN MFG. CO.	
Mowers	43,613
JACQUIN CHARLES ET CIE	60,368
Brandy	12,962
Cordials	8,945
Vodka	23,828
Products	14,633
JAEGER BAKING CO.	
Bread	28,577
JAGUAR CARS, LTD.	
Cars	129,507
JAMAICA TOURIST BOARD	257,133
JANTZEN	220,646
Sportswear	156,892
Swim Suits	63,754
JAPAN CANNED CRABMEAT SALES CO.	
Japanese King Crabmeat	28,406
JENASOL CO.	
Jenasol Royal Jelly	71,764
JENKINS SPIRITS CORP.	27,895
Reddy Made Drinks	23,444
Spirits	4,451
JENNEY MFG. CO.	
Gasoline & Oils	93,014
JERGENS CO., ANDREW	67,940
Woodbury Shampoo	20,939
Woodbury Soap	47,001
JOHNS-MANVILLE CORP.	213,174
Johns-Manville Asbestos Brake Lining	43,706
Johns-Manville Decrobord Panels	58,504
Johns-Manville Fibretex Accoustical Panels	58,352
Johns-Manville Products	8,914
Terraflex Tile	43,698
JOHNSON & JOHNSON	1,127,698
Band-Aid	17,821
Coets	1,884
Cotton Buds	38,678
Johnson & Johnson First Aid Cream	44,620
Johnson's Baby Preparations	24,133
Modess	379,102
Modess Tampons	241,765
Personal Products	256,898
Personal Tarter Remover	3,544
Serena	119,252
JOHNSON & SON, S. C.	601,999
Glade Wick	19,994
Glo-Coat	14,220
Johnson's Wax	10,375
Jubilee	68,942
Klear Floor Wax	350,156
Off	18
Raid	65,782
Stride	72,512
JOHNSTON CO., ROBERT A.	45,742
Crackers	40,763
Hot Fudge	4,979
JOHNSTON CORP., GASTON	
No-Roach	38,124
JONATHAN LOGAN	114,632
Alice Stuart	11,408
Jonathan Logan	103,224
JONES DAIRY FARM	
Meat Products	50,489
JUDY BOND, INC.	
Blouses & Sweaters	60,312

K

KLM ROYAL DUTCH AIRLINES	458,249
KAHN SONS CO., E.	
Meat Products	75,721
KAISER ALUMINUM & CHEMICAL CORP.	75,787
Aluminum	18,611
Aluminum Foil	1,286
Shade Screens	55,890
KAISER MOTORS CORP.	222,242
Willys Cars	129,262
Willys Trucks	90,730
Institutional	2,250
KAISER STEEL CORP.	57,119
KAL KAN FOODS, INC.	
Cat & Dog Food	40,209
KANSAS CITY GAS SERVICE CO.	61,933
KANSAS CITY POWER & LIGHT CO.	56,119
KANSAS CITY SOUTHERN LINES	51,013
KAPRO CORP.	42,786
Motor Cure	10,180
Motor Cure & Trans-Cure	32,606
KASSER DISTILLERS PRODUCTS CORP.	117,844
Four Queens Whisky	14,055
House of Kasser Brandy	4,783
House of Kasser Rock & Rye	1,908
Kasser Whiskies	10,163
Kasser's 51 Gin & Whisky	15,594
Kasser's 51 Whisky	52,071
Kasser's Vodka	14,112
King's Wine	5,158

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Sell **LOUISVILLE*** for all it's worth!

Louisville Store Expanded by Associated Dry Goods

LOUISVILLE, KY.—Stewart Dry Goods, a division of Associated Dry Goods Corporation, soon will complete an eight-story expansion to its department store in downtown Louisville.

Lewis P. Seiler

New space will expand the store by 150,000 square feet to a total of 450,000 square feet. Lewis P. Seiler, Regional Executive Vice President of Associated Dry Goods and President of Stewart Dry Goods, said the expansion will "make Stewart's one of the largest department store plants in the south. We feel and we have proof that the downtown area of Louisville is vitally alive and is a good place to do business."

Other downtown Louisville expansions underway include an urban renewal program, a new hospital, new bridges to Southern Indiana, expressway additions, a new $2½ million arcade-type bank building, a new 5-story store and garage, a new state office building, and a new luxury downtown motel.

**A major, Midwestern industrial market in the Ohio River Valley—the Ruhr of America—where one daily newspaper combination reaches 9 out of every 10 families.*

The Courier-Journal
THE LOUISVILLE TIMES
392,839 DAILY COMBINATION • 311,703 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Mary Jane Hill, Peach Council Queen, as featured in FARM JOURNAL.

SCHOOL FOR QUEENS

Would you have guessed that this regal queen . . . is a rural teen? She is, and with seven other Agricultural Queens, a graduate of FARM JOURNAL's "School For Queens."

The "School"—and the April article about it—is a typical FARM JOURNAL operation. No models . . . no make-believe. Just a group of rural youngsters going through a grooming and self-improvement course, so a much larger group can profit from their experience. FARM JOURNAL, with wholehearted parent approval, has been doing this sort of thing for a long time.

Every teen dreams of being a queen—with, or without tiara. By helping generations of farm girls look—and feel—like queens, FARM JOURNAL has earned a queen-size franchise in a vast youth market.

Businessmen, the country over, love the profitable farm queen market. The American Stores (the nation's 4th largest food chain) purchased 100,000 "How To Be A Queen" booklettes for their own in-store promotion—then bought a full page in FARM JOURNAL to advertise the fact. This, by a so-called "urban" chain!

QUEENS ON THE MARKETING SCENE

In the state of Pennsylvania alone, more than 3000 farm queen-agers competed for the chance to wear a tiara. And these were but a fraction of the contests held in a single state, in a single year.

The rural-teen market is an organized market. 4-H Clubs have an enrollment of 2,201,481. Of this total, 1,210,814 are 4H-"*Hers*." And FARM JOURNAL is the farm magazine most 4-H Leaders depend on.

Most of the best
farm families depend on

FARM
JOURNAL
Philadelphia 5, Pa

the same is true
among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

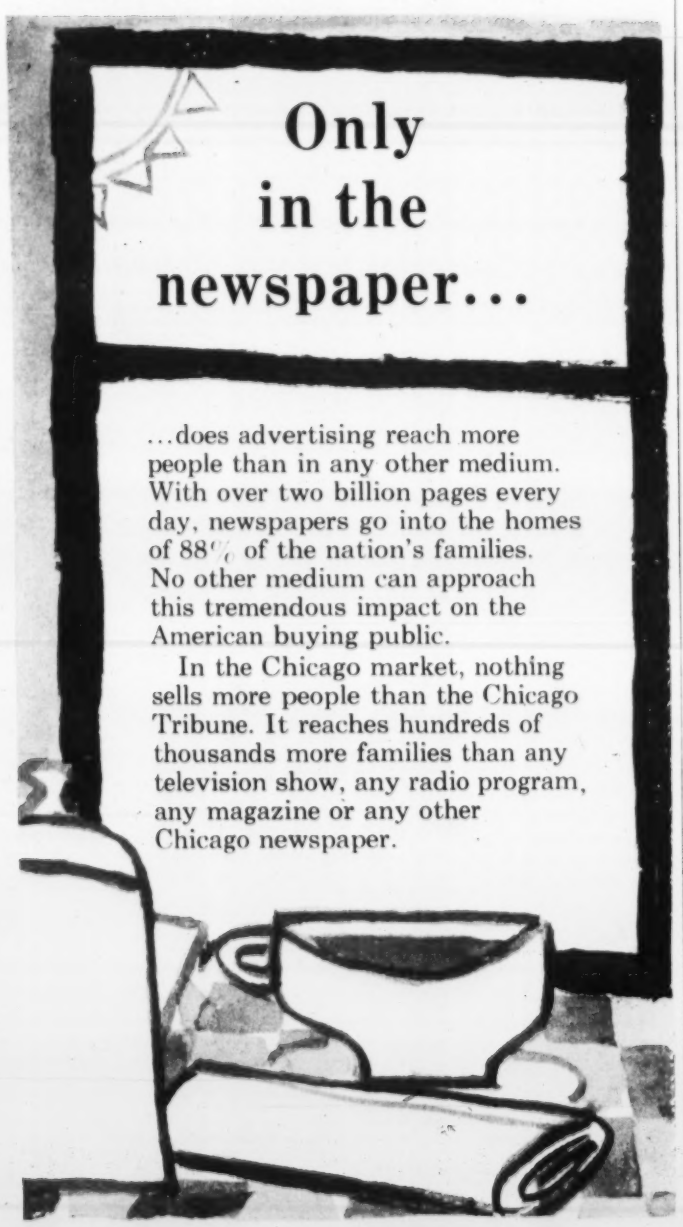
KELLOGG CO.	2,413,700
Gro-Pup Dog Food	692
Kellogg's All-Bran	838,177
Kellogg's Cereals	310,208
Kellogg's Cocoa Krispies	82,613
Kellogg's Corn Flake Crumbs	77,233
Kellogg's Corn Flakes	475,454
Kellogg's Corn Flakes & Rice Krispies	271,270
Kellogg's Frosted Flakes & Sugar Smacks	1,823
Kellogg's Rice Krispies	1,810
Kellogg's Special K	145,116
Kellogg's Sugar Frosted Flakes	97,321
Kellogg's Sugar Smacks	111,983
KELLY-WESTERN SEED CO.	
Pax Crabgrass & Soil Control	55,572
KEMPER INSURANCE CO.	25,373
KEMPS ICE CREAM CO.	
Ice Cream	25,072
KENDALL CO.	471,719
Bauer & Black Elastic Stockings	50,434
Blue-Jay Corn Plasters	116,837
Curad	303,384
Fling Deodorant	1,064
KENNECOTT COPPER CORP.	29,341
Chase Brass & Copper Co.	4,763
Kennecott Copper Corp.- Institutional	24,578
KEYSTONE CAMERA CO.	259,945
Cameras	102,257
Cameras & Projectors	157,688
KIEKHAEFER CORP.	
Mercury Outboard Motors	724,508
KIMBERLY-CLARK CORP.	1,563,981
Fems	860,718
Kleenex	1,647
Kotex	630,782
Products	70,834
KING COTTON MEAT PACKERS	
Meat Products	52,130
KING KONE CORP.	
Old London Crackers	25,172
KING OSCAR SARDINE CO.	39,119
Crown Sardines	1,328
King Oscar Sardines	37,791
KIPLINGER WASHINGTON AGENCY	33,908
KITCHEN ART FOODS	
Py-O-My Mixes	74,374
KITTY CLOVER POTATO CHIP CO.	
Potato Chips	30,966
KLEINERT RUBBER CO., I. B.	
Swim Caps	63,225
KNIGHTS OF COLUMBUS	343,389
KNOPF INC., ALFRED A.	124,934
KNOUSE FOODS COOPERATIVE	112,935
Lucky Leaf Apple & Cranberry Sauce	8,745
Lucky Leaf Apple Sauce	10,715
Lucky Leaf Pie Filling	93,475
KNOX CO.	382,259
Cystex	284,410
Mendaco	97,849
KNOX GELATINE CO.	
Gelatine	406,924
KNUDSEN CREAMERY CO. OF CALIFORNIA	300,070
Brothers Ice Cream	1,567
Buttermilk & Cottage Cheese	71,827
Cottage Cheese	12,893
Cottage Cheese & Hampshire Sour Cream	77,720
Dairy Products	58,795
Hampshire Sour Cream	35,282
Ice Cream	20,722
Milk	21,264
KOBRAND CORP.	84,778
Beefeater Gin	79,870
Carmel Brandy	4,908
KOREA INDUSTRIES	27,794
KRESS & OWEN CO.	
Glyco-Thymoline	31,852
KRETCHMER CORP.	
Wheat Germ	59,068
KREY PACKING CO.	
Meat Products	140,937
KROEHLER MFG. CO.	
Furniture	152,195
KRUEGER BREWING CO.	57,679
Ambassador Beer	28,949
Krueger Beer	28,730

L

LACLEDE GAS CO.	173,267
L'AIGLON APPAREL	157,347
LAND O'LAKES CREAMERIES	
Butter	615,855
LANDERS, FRARY & CLARK	37,678
Universal Coffeematic	15,972
Universal Fry Pan	2,139
Universal Shaver	19,567
LANDORF & CO., SAM	30,108
LANGENDORF UNITED BAKERIES	764,791
Barbara Ann Baking Products	22,527
Barbara Ann Bread	87,461
Dr. Penlands Bread	7,656
Giguertte Bread	3,464
Hollywood Bread	235,575
Holsum Baking Products	50,352
Holsum Bread	277,264
Holsum Bread & Rolls	12,672
Holsum Cake	28
Honey-V-Bread	1,688
Langendorf Bread	13,469
Nutro Life Bread	52,635
LANOLIN PLUS	606,668
Alva Tranquil Tablets	65,388
Amazing Nail Hardener	134,177
Lanolin Plus Preparations	407,103
LANVIN PARFUMS	27,299
LA ROSA & SONS	139,178
Frozen Chicken Cacciatore	27,412
Frozen Foods	48,476
Frozen Lasagne	19,558
Frozen Veal Cutlet Parmigiana	13,207
Frozen Veal Scaloppine	12,020
Macaroni Products	6,075
Soups	167
Spaghetti	2,136
Products	10,127
LARSEN CO.	66,430
Freshlike Vegetables	64,121
Veg-All	2,309
LATROBE BREWING CO.	
Rolling Rock Beer	85,399
LAVOPTIK CO.	45,200
LAWRY'S PRODUCTS	102,437
Garlic Spread	17,691
Salad Dressing Mix	5,131
Seasoned Salt	35,652
Spaghetti-Sauce Mix	43,963
LEA & PERRINS	
Lea & Perrins Sauce	65,523
LEE CO., H. D.	198,462
Chetopa Twills	14,178
Riders & Tapered Slacks	162,715
Westerners	21,569
LEE COUNTY LAND & TITLE CO.	228,871
LEEMING & CO., THOMAS	
Ben-Gay	147,438
LEES & SONS CO., JAMES	
Lees Carpets & Rugs	498,488
LEHN & FINK PRODUCTS CORP.	83,211
Dorothy Gray Preparations	3,573
Etiquet Deodorant	18,504
Lehn & Fink Preparations	662
Rolit Deodorant	35,980
Softly Pink	20,313
Tussy Preparations	4,179
LESLIE SALT CO.	36,911
LEVER BROS. CO.	9,220,071
Air-Wick	12,906
All	837,178
Breeze	388,499
Dove Soap	59,606
Gayla Soap	107,987
Good Luck Margarine	151,166
Handy Andy Liquid Cleanser	228,336
Hum Liquid Detergent	18,731
Imperial Margarine	710,914
Lever Bros. Products	247,057
Lifebuoy Soap	245,559
Lipton Instant Tea	25,614
Lipton Soups	1,016,345
Lipton Tea	173,635
Liquid Spry	12,266
Lucky Whip	150,827
Lux Detergent	14,503
Lux Liquid Detergent	327,072
Lux Toilet Soap	85,531
Lux & Wisk Liquid Detergents	109,357
Pepsodent Tooth Brush	38,670
Pepsodent Tooth Brush & Tooth Paste	918,834
Pepsodent Tooth Paste	254,408
Praise Soap	219,850
Rinso	100,869
Silver Dust	178,545
Spry	409,246
Stripe Tooth Paste	1,342,950
Surf	98,385
Swan Liquid Detergent	57,029
Wish-Bone Cheese Dressing	106,039
Wish-Bone Cheese & Italian Dressings	74,430
Wish-Bone French & Russian Dressings	82,803
Wish-Bone Frozen Pizza	11,779
Wish-Bone Italian Dressing	345,192
Wish-Bone Products	2,669
Wish-Bone Salad Dressing	55,284
LEVY & SON, HENRY S.	
Bread	54,403
LEWIS FOOD CO.	145,113
Dr. Ross Dog Food	10,139
Dr. Ross Pet Food	75,256
Dr. Ross Vita-Bits & Vita Meal	5,092
Skippy Cat & Dog Food	51,680
Skippy Dog Food	2,946
LEWIS HOWE CO.	63,937
Nature's Remedy	135
Tums	63,802
LIBBY, McNEILL & LIBBY	1,349,963
Hi-Fi Dog Food	14,441
Libby's Baby Foods	83,540
Libby's Canned Foods	2,092
Libby's Frozen Foods	118,253
Libby's Frozen Fruits	151,226
Libby's Frozen Juices	184,803
Libby's Frozen Macaroni & Cheese	25,070
Libby's Frozen Pies	10,929
Libby's Frozen Vegetables	332,737
Libby's Products	169,521
Libby's Tomato Juice	257,351
LIBERTY BAKING CO.	
Dandee Bread	29,987
LIBERTY BELL STUDIOS, INC.	41,685
LIBERTY MUTUAL INSURANCE Co.	43,779
LIBERTY TRAVEL SERVICE	100,709
LIEBMANN BREWERIES, INC.	
Rheingold Beer	2,548,483
LIGGETT & MYERS TOBACCO CO.	1,983,298
Chesterfield Cigarets	20,918
L & M Cigarets	1,529,242
Oasis Cigarets	388,343
Velvet Tobacco	44,795
LILLY & CO., ELI	122,810
LILY OF FRANCE	91,023
Enhance Girdle	27,822
Lily of France Girdle	63,201
LINCO PRODUCTS DISTRIBUTING CO.	55,322
Ammonia	2,163
Bleach	42,143
Liquid Detergent	11,016
LION, INC., (GIBBONS BREWERY)	
Gibbons Ale & Beer	42,331
LIPPINCOTT CO., J. B.	
Books	91,059
LITTLE, BROWN & CO.	
Books	129,176
LOCKHEED AIRCRAFT CORP.	76,744
LONE STAR BREWING CO.	
Beer	175,812
LONE STAR GAS CO.	162,000
LONG ISLAND LIGHTING CO.	108,760
LONGINES-WITTNAUER WATCH CO.	47,686
Le Coultre Watches	8,416
Longines-Wittnauer Watches	33,660
Wittnauer Movie Camera & Projector	5,610
LORILLARD CO., P.	5,924,520
Kent Cigarets	3,844,277
Lorillard's Cigarets	142,095
Newport Cigarets	1,054,290
Old Gold Cigarets	883,858
LOS ANGELES DEPT. OF WATER AND POWER	90,136
LOUISIANA SWEET POTATO ADVERTISING & DEVELOPMENT BOARD	
Yams	27,952
LOUISVILLE & NASHVILLE RAILROAD CO.	116,016
LOWE CORP., JOE	181,447
Ducky Dubble Ice Cream	1,517
Icy-Frost Ice Cream	1,982
Popsicle	177,948
LOWENSTEIN & SONS, M.	150,359
Pacific Sheets	18,491
Wamsutta Sheets	131,868
LOXON CORP.	
Paint	41,829
LUFTHANSA	181,358
LUMMIS & CO.	25,216
Nuts	21,088
Peanut Butter	4,128
LYNN GAS & ELECTRIC CO.	28,697

M

M & R DIETETIC LABS.	
Pream	30,700
MACMILLAN CO.,	
Books	153,421
MAGIC MOLD	90,214
MAGNUSON PROPERTIES	25,328
MAIDEN FORM BRASSIERE CO.	503,217
MAINE POTATO COMMITTEE	
Maine Potatoes	28,537
MANISCHEWITZ CO., B.	73,398
Crackers	24,278
Gefilte Fish	25,485
Soups	9,709
Products	13,926
MANUFACTURERS LIGHT & HEAT CO.	41,430
MARATHON CORP.	
Northern Towels	220,154
MARBORO BOOKS	67,053
MARCAL PAPER MILLS	60,732
Kitchen Charm Waxed Paper	32,829
Marcal Paper Products	27,903
MARCHAND CO., CHARLES	34,924
Hair Rinse	6,317
Preparations	28,607
MARS INC.	
Candies	71,634
MASSACHUSETTS DEPT. OF COMMERCE	60,025
MASTER BRONZE POWDER CO.	
Derusto Paint	26,674
MASTIC TILE CORP. OF AMERICA	
Matico Tile	43,545
MATSON NAVIGATION CO.	174,926
MAY, GEORGE S., CO.	114,024
MAYBELLINE CO.,	
Preparations	177,506
MAYER & CO., OSCAR	
Meat Products	881,214
MAYTAG CO.,	628,713
Dryers	178,256
Dryers & Washers	267,951
Washers	182,506
McALEER & CO., E. J.	134,779
Mrs. Paul's Frozen Dinners	39,054
Mrs. Paul's Frozen Fish Products	87,515
Mrs. Paul's Frozen Soup	1,688
Mrs. Paul's Frozen Vegetables	6,522
McCALL CORP.	467,152
McCall's Magazine	460,063
Redbook	7,089
McCORMICK & CO.	187,965
Fluffy Mashed Potatoes	98,990
Fun	2,435
McCormick Gelatine	4,051
McCormick-Schilling Products	231
Schilling Coffee	26,544
Schilling Extracts	14,997
Schilling Extracts & Spices	13,440
Schilling Seasoning Salts	9,393
Schilling Spices	17,884
McDOWELL, OBOLENSKY, INC.	
Books	33,236
McGRAW-EDISON CO.	105,038
Speed Queen Dryer & Washer	41,615
Toastmaster Coffee Maker	17,700
Toastmaster Heater	28,023
Toastmaster Toaster	17,700
McGRAW-HILL PUBLISHING CO.	189,715
Business Week	3,768
McGraw-Hill Book Co., Inc.	143,124
McGraw-Hill Publishing Co., Inc.	30,058
Whittlesey House	12,765
McGREGOR-DONIGER	
Sportswear	25,806
McKAY CO., DAVID	26,478
McKESSON & ROBBINS	523,185
Bexel	8,084
Chapin & Gore Whisky	247,208
McKesson & Robbins Products	5,537
Martin's De Luxe & Fine & Rare Scotch	1,550
Martin's V.V.O. Scotch Whisky	214,211
Nicholson's Lamplighter Gin	30,735
Ronrico Rum	13,504
Surin	2,356
McLAUGHLIN & CO., W. F.	61,763
Manor House Coffee	19,445
Manor House Instant Coffee	42,318
MEAD CORP.	
Containers	26,031
MEDICAL SERVICE OF THE DISTRICT OF COLUMBIA	58,520
MEGS MACARONI CO.	27,771
Pennsylvania Dutch Macaroni Products	27,168
Pennsylvania Dutch Scrapple	603
MEMORY RESEARCH CORP.	43,205
MENNEN CO.	132,282
Deodorant	41,762
Preparations	65,969
Skin Bracer	24,551
MENTHOLATUM CO.	130,241
Colban	116,233
Mentholatum	14,008
MEREDITH PUBLISHING CO.	152,321
Better Homes & Gardens	150,510
Better Homes & Gardens Cook Book	1,811
MERRIAM, G. & C., CO.	
Dictionary	26,421
MERRITT-CHAPMAN & SCOTT CORP.	198,107
Devoe Paints	189,064
Merritt-Chapman & Scott Corp.	1,542
New York Shipbuilding Corp.	7,501
MESSNER INC., JULIAN	
Books	39,361
METROPOLITAN DAIRY INSTITUTE	44,294
METROPOLITAN LIFE INSURANCE CO.	308,177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in the
newspaper...
...does advertising reach more people than in any other medium. With over two billion pages every day, newspapers go into the homes of 88% of the nation's families. No other medium can approach this tremendous impact on the American buying public.
In the Chicago market, nothing sells more people than the Chicago Tribune. It reaches hundreds of thousands more families than any television show, any radio program, any magazine or any other Chicago newspaper.

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PONTIAC PRESS
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For Over 23 Years!

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ABC NET PAID
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PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

HOW TO WAKE UP

BUYERS BY THE MILLIONS!

You can wake up buyers by the millions as well as arouse the enthusiasm of your sales force when you dominate the really top markets with a solid advertising campaign in FIRST 3 MARKETS GROUP.

Competition for attention to an advertising message is understandably keenest in the nation's richest markets—New York, Chicago and Philadelphia—where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 18% of total U.S. Retail Sales, *there is no substitute* for FIRST 3 MARKETS' saturating 62% COVERAGE of all families in order to gain the lion's share of the market for your product.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U.S. Retail Sales $1.00. FIRST 3 MARKETS GROUP concentrates the bulk of nearly 6,000,000 circulation within these six states to deliver 47% coverage of all families. To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N. Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **Chicago** 11, Ill., **Tribune Tower**, SUperior 7-0643 • **San Francisco** 4, Calif., 155 Montgomery St., GArfield 1-7946 • **Los Angeles** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

METROPOLITAN UTILITIES DISTRICT (OMAHA)	27,166
METZ BREWING CO.	
Beer	34,127
METZGER DAIRY CO.	
Milk	95,111
MEXICAN GOVERNMENT TOURIST BUREAU	126,812
MEXICANA DE AVIACION	75,092
MIAMI BEACH, FLA.-CHAMBER OF COMMERCE	154,737
MIAMI BEACH HOTELS & MOTELS COOPERATIVE LISTINGS	74,272
MIAMI HERALD	77,648
MICHIGAN BELL TELEPHONE CO.	223,655
MICHIGAN BULB CO.	287,141
MICHIGAN CONSOLIDATED GAS CO.	134,486
MICHIGAN HOSPITAL & MEDICAL SERVICE	
Blue Cross & Blue Shield	68,982
MICHIGAN PEAT	44,644
Baccto-Peat	40,561
Michigan Peat	4,083
MIDLAND CHEMICAL CO.	98,858
Green Plasma	2,669
Mini-Shine Floor Polisher	42,158
Roll-A-Shine	54,031
MIDLAND PHARMACAL CORP.	
Snug Denture Cushions	88,593
MILANI FOODS, LOUIS	274,266
1890 French Dressing	19,762
Milani's Salad Dressings	254,504
MILES LABORATORIES	775,377
Alka-Seltzer	423,742
Bactine	25,627
Miles Nervine	82,983
One-A-Day Vitamins	243,025
MILK FOUNDATION	110,763
MILLER BREWING CO.	
High Life Beer	91,906
MILNOT CO.	
Milk	128,949
MILWAUKEE GAS & LIGHT CO.	69,706
MINNEAPOLIS GAS CO.	94,016
MINNESOTA HOSPITAL & MEDICAL SERVICE, INC.	
Blue Cross & Blue Shield	48,587
MINNESOTA MINING & MFG. CO.	97,116
Scotch Cellophane Tape	15,709
Scotchgard Stain Repeller	1,402
Thermo-Fax	65,332
Institutional	14,673
MINNESOTA POWER & LIGHT CO.	29,699
MINUTE MAID CORP.	1,569,658
Hi-C Juices	772,903
Minute Maid Frozen Juices	236,407
Minute Maid Frozen Mixes	6,990
Minute Maid Frozen Orange Juice	17,962
Snow Crop Frozen Foods	24,284
Snow Crop Frozen Juices	374,909
Snow Crop Frozen Vegetables	117,200
Snow Crop Orange Juice	10,430
Snow Crop Products	8,573
MISSION FOLK	
Mission Pak Food Products	34,061
MISSISSIPPI POWER & LIGHT CO.	40,634
MISSISSIPPI SHIPPING CO.	
Delta Line	38,611
MISSOURI PACIFIC LINES	73,572
MOBILE GAS SERVICE CORP.	44,011
MOBILE HOMES MANUFACTURERS ASSN.	42,455
MONARCH WINE CO.	
Manischewitz Wine	168,962
MONOCLE, INC.	26,930
MONONGAHELA POWER CO.	40,268
MONSANTO CHEMICAL CO.	65,165
Lion Oil Co.	54,798
Monsanto Chemical Co.	4,795
Vegadex	5,572
MONTICELLO RACEWAY	34,803
MOORE-McCORMACK LINES	104,987
MORRELL & CO., JOHN	1,184,855
Meat Products	299,433
Red Heart Cat Food	9,694
Red Heart Dog Food	875,728
MORRIS CORP., NORMAN M.	
Omega Watches	52,321
MORRIS, PHILIP	5,572,421
Benson & Hedges Cigarets	125,743
Marlboro Cigarets	1,929,462
Mayfield Cigarets	92,739
Parliament Cigarets	2,185,218
Philip Morris Cigarets	1,239,259
MORROW & CO., WILLIAM	
Books	35,178
MORTON SALT CO.	354,938
Ice Melting Salt	19,664
Salt	335,274
MOTOROLA	1,291,340
Car Radio	12,940
Phonograph	225,843
Radio	78,314
Television	967,764
Products	6,479
MOUNTAIN STATES TELEPHONE & TELEGRAPH CO.	89,272
MOUNTAIN VALLEY WATER CO.	
Mineral Water	149,337
MR. BOSTON DISTILLER	28,924
Old Mr. Boston Bronze Label Whisky	797
Old Mr. Boston Cordials	800
Old Mr. Boston Pinch Bottle Whisky	178
Old Mr. Boston Rocking Chair Whisky	266
Old Mr. Boston Whisky	2,126
Old Mr. Boston Vodka	24,518
Products	239
MRS. SMITH PIE CO.	
Frozen Pies	46,603
MUELLER CO., C. F.	
Macaroni Products	141,653
MURINE CO.	
Murine	132,918
MURRAY CORP. OF AMERICA	406,200
Easy Dryer & Washer	114,971
Eljer Bathroom Fixtures	291,229
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.	
Mutual of Omaha	361,240

N

NALLEY'S INC.	64,981
Lumber Jack Syrup	9,530
Nalley's Beef Stew	5,348
Nalley's Chili Con-Carne	5,302
Nalley's Dressings	4,517
Nalley's Products	27,788
Tang Salad Dressing	12,496
NARRAGANSETT BREWING CO.	79,617
Croft Ale	10,562
Hanley Beer	4,091
Narragansett Beer	64,964
NARRAGANSETT ELECTRIC CO.	62,432
NASH-FINCH CO.	84,534
Nash's Coffee	41,693
Nash's Coffee & Instant Coffee	24,175
Nash's Instant Coffee	1,683
Our Family Foods	16,983
NASHVILLE ELECTRIC SERVICE CO.	33,691
NASHVILLE GAS CO.	32,886
NASSAU, BAHAMAS DEVELOPMENT BOARD	286,214
NATIONAL AIRLINES, INC.	1,257,854
NATIONAL ASSN. OF INSURANCE AGENTS, INC.	210,091
NATIONAL BISCUIT CO.	2,982,993
Bev	82,281
Dromedary Cake Mix	217,336
Home-Town Bread	33,258
Milk-Bone Dog Biscuits	401,001
Millbrook Bread	20,690
N.B.C. Bread	1,033
Nabisco Shredded Wheat	168,659
National Biscuit Crackers	2,058,735
NATIONAL BOARD OF FIRE UNDERWRITERS	86,275
NATIONAL BREWING CO.	
National Bohemian Beer	25,482
NATIONAL BROILER COUNCIL	31,046
NATIONAL CRANBERRY ASSN.	99,881
Ocean Spray Cranberries	9,101
Ocean Spray Cranberry Sauce	66,160
Ocean Spray Cranberry Juice	24,620
NATIONAL DAIRY PRODS. CORP.	6,029,557
Breakstone's Cottage Cheese	223,635
Breakstone's Cream Cheese	1,698
Breyer's Ice Cream	62,776
Cloverleaf Dairy Produc's	2,487
Cloverleaf Milk	21,380
Cracker Barrel Cheese	2,597
Jersey Gold Creameries Products	1,196
Kraft Barbecue Sauce	37,929
Kraft Candies	12,871
Kraft Caramel Sauces	62,289
Kraft Caramels	738,587
Kraft Cheese	12,488
Kraft Cottage Cheese	11,643
Kraft Dairy Products	30,041
Kraft De Luxe Margarine	170,807
Kraft Dinners	661,229
Kraft Dressings	11,701
Kraft Fudgies	248,832
Kraft Jellies & Preserves	79,747
Kraft Macaroni & Cheese Dinner	9,830
Kraft Marshmallows	322,586
Kraft Mayonnaise	2,288
Kraft Oil	159,658
Kraft Products	86,803
Kraft Shortening	15,371
Kraft Spaghetti Dinner	34,900
Miracle Margarine	635,173
Miracle Whip Salad Dressing	115,317
Muller's Dairy Products	2,458
National Dairy Products	41,763
Parkay Margarine	465,075
Philadelphia Cream Cheese	17,055
Sealtest Buttermilk	20,109
Sealtest Chocolate Drink	500
Sealtest Cottage Cheese	438,641
Sealtest Cream	76,420
Sealtest Dairy Products	434,130
Sealtest Dip-N-Dressing	1,492
Sealtest Egg Nog	26,540
Sealtest Ice Cream	250,972
Sealtest Ice Cream & Milk	729
Sealtest Juices	614
Sealtest Milk	325,395
Sealtest Sherbet	5,007
Sealtest Skimmed Milk	31,731
Sealtest Sour Cream	56,769
Sealtest Vita-Lure	1,330
Sheffield Farms Products	7,740
Southern Dairy Products	5,655
Supplee-Wills-Jones Milk Food	14,631
Temp-Tee Cream Cheese	28,942
NATIONAL DISTILLERS & CHEMICAL CORP.	6,702,284
Bellows Club Bourbon Whisky	347,717
Bellows Partners Choice Whisky	317,178
Bond & Lillard Whisky	188,954
Bourbon De Luxe Whisky	270,103
Century Club Whisky	104,656
Cinzano Vermouth	72,552
Crab Orchard Whisky	27,708
Gilbey's Gin	366,716
Gilbey's Gin & Vodka	119,030
Gilbey's Vodka	148,919
Hill & Hill Whisky	502,561
King George IV Scotch Whisky	62,097
Mellowood Whisky	343
National Distillers Products	70,232
Old Crow Whisky	1,054,505
Old Dover Whisky	44,489
Old Grand-Dad Whisky	822,574
Old Hermitage Whisky	129,710
Old Log Cabin Whisky	83,778
Old Overholt Whisky	12,597
Old Sunny Brook Whisky	677,133
Old Taylor Whisky	715,516
PM Whisky	416,751
Spatola	2,571
Vat 69 Scotch Whisky	143,894
NATIONAL DYNAMICS CORP.	
VX-6	49,302
NATIONAL GYPSUM CO.	47,546
Gold Bond Paints	33,750
Gold Bond Twinsulation	13,796
NATIONAL LEAD CO.	
Dutch Boy Paints	59,893
NATIONAL OATS CO.	41,070
National Oats	5,257
3 Minute Grits	1,310
3 Minute Oats	5,866
3 Minute Popcorn	11,805
3 Minute Quick Oats	12,364
3 Minute Raisin Oats	4,468
NATIONAL PRESTO INDUSTRIES	106,712
Presto Fry Pan	82,047
Presto Pressure Cooker	24,665
NATIONAL SELECTED PRODUCTS	36,623
7-Minit Bread Mix	5,192
7-Minit Fluffy	1,117
7-Minit Frosting	30,314
NATIONAL STEEL CORP.	25,150
NATIONAL SUGAR REFINING CO.	106,578
Arbuckle's Sugar	16,475
Jack Frost Sugar	80,205
Quaker Sugar	9,898
NATIONAL TELEFILM ASSOCIATES	
Film Network	166,60
NATIONAL TRAILWAYS BUS SYSTEM	281,998
NATIONWIDE MUTUAL INSURANCE COS.	294,798
NECCHI SEWING MACHINE SALES CO.	
Elna & Necchi Sewing Machines	72,889
NEHI CORP.	361,377
Nehi Beverages	32,031
Nehi & Royal Crown Cola	32,310
Par-T-Pak Beverages	36,203
Royal Crown Cola	254,875
Upper 10	5,958
NELSON & SONS, THOMAS	28,930
NESTLE CO.	998,174
Nescafe	705,885
Nescreme	1,188
Nestle's Butterscotch	10,706
Nestle's Chocolate	4,865
Nestle's Instant Coffee	21,117
Nestle's Instant Tea	7,618
Nestle's Mixes	218,272
Nestle's Products	1,126
Swiss Knight Cheese	22,355
Wispride Cheese Spreads	5,042
NEUHOFF PACKING CO.	
Meat Products	26,483
NEW BRUNSWICK TRAVEL BUREAU	41,276
NEW ENGLAND CONFECTIONERY CO.	
Candy Cupboard Chocolates	41,500
NEW ENGLAND FISH CO.	93,049
Icy Point Salmon	35,336
New England Fish Co.	1,545
Pillar Rock Salmon	37,621
Pink Beauty Salmon	18,547
NEW ENGLAND TELEPHONE & TELEGRAPH CO.	122,765
NEW HAMPSHIRE STATE PLANNING & DEVELOPMENT COMMISSION	28,284
NEW JERSEY BELL TELEPHONE CO.	229,468
NEW JERSEY BLUE CROSS & BLUE SHIELD	26,351
NEW JERSEY DEPT. OF AGRICULTURE	
Eggs	41,420
NEW ORLEANS PUBLIC SERVICE	78,548
NEW YORK DAILY NEWS	141,535
NEW YORK HERALD TRIBUNE	47,150
NEW YORK LIFE INSURANCE CO.	1,219,929
NEW YORK, NEW HAVEN & HARTFORD RAILROAD CO.	45,411
New England Transportation Co.	302
New Haven Railroad	45,109
NEW YORK-NEW JERSEY METROPOLITAN AREA BREWERS	35,127
NEW YORK POST	76,190
NEW YORK STATE DEPT. OF COMMERCE	101,945
NEW YORK TELEPHONE CO.	822,910
NEW YORK TIMES	261,140
NEW YORK WORLD TELEGRAM & SUN	68,383
NIAGARA FRONTIER TRANSIT SYSTEM	43,451
NIAGARA MOHAWK POWER CORP.	128,541
NICOLAY-DANCEY	
New Era Potato Chips	49,523
NISSEN BAKING CO.	38,959
Baking Products	7,543
Bread	31,416
NORFOLK & WESTERN RAILWAY CO.	63,917
NORTH AMERICAN ACCIDENT INSURANCE CO. OF CHICAGO	34,951
NORTH AMERICAN AVIATION	77,030
North American Aviation	53,978
Rocketdyne	23,052
NORTH AMERICAN LIFE & CASUALTY CO.	42,960
NORTH AMERICAN PHILIPS CO.	
Norelco Electric Shaver	250,034
NORTH CENTRAL AIRLINES	99,720
NORTH WOODS COFFEE CO.	80,146
Instant Coffee	69,808
Coffee	10,338
NORTHAM WARREN CORP.	650,266
Cutex Preparations	395,281
Odo-Ro-No	244,801
Peggy Sage Preparations	10,184
NORTHEAST AIRLINES	752,536
NORTHERN ILLINOIS GAS CO.	29,960
NORTHERN INDIANA PUBLIC SERVICE CO.	63,781
NORTHERN NATURAL GAS CO.	184,424
NORTHERN PACIFIC RAILWAY CO.	161,846
NORTHERN STATES POWER CO.	239,255
NORTHRUP, KING & CO.	
Seeds	66,732
NORTHWEST AIRLINES	228,865
NORTHWESTERN BELL TELEPHONE CO.	188,085
NORTHWESTERN NATIONAL LIFE INSURANCE CO.	28,462
NORTON & COMPANY, W. W.	42,567
NORWEGIAN AMERICAN LINE AGENCY	
Norwegian American Line	87,240
NORWICH PHARMACAL CO.	1,323,673
Cees Cough Medicine	244,900
NP-27	142,232
Nebs	452,150
Norforms	209,148
Paracin	790
Pepto-Bismol	274,453
NOXON INC.	27,321
NOXZEMA CHEMICAL CO.	718,749
Nozain	193,096
Noxzema Medicated Shaves	41,932
Preparations	483,721

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OAKITE PRODUCTS	
Oakite	44,037
OCEAN HIGHWAY ASSN.	29,004
OERTELS BREWING CO.	
Beer	47,475
OHIO BELL TELEPHONE CO.	237,262
OHIO EDISON CO.	79,435
OHIO ELECTRIC COS.	37,729
OHIO OIL CO.	346,554
O-JIB-WA MEDICINE CO.	
Bitters	36,307
OKLAHOMA GAS & ELECTRIC CO.	30,434
OKLAHOMA NATURAL GAS CO.	28,115
OKLAHOMA OIL CO.	91,040
OLD AMERICAN INSURANCE CO.	135,768
OLD DUTCH COFFEE CO.	
Coffee	60,245
OLD READING BREWING	33,608
OLIN MATHIESON CHEMICAL CORP.	40,801
Olin Mathieson Chemical Corp.	5,487
Pyro Anti-Freeze	24,624
Pyro Products	10,690
OLYMPIA BREWING CO.	
Beer	379,198
ONTARIO (CANADA) TRAVEL BUREAU	65,406
OPEN PIT FOOD SALES	
Barbecue Sauce	46,383
ORANGE CRUSH CO.	37,610
Orange Blossom Juices	1,119
Orange Crush	36,491
OREGON TRAVEL INFORMATION BUREAU	56,477
OREGON-WASHINGTON-CALIFORNIA PEAR BUREAU	
Anjou, Bosc & Comice Pears	49,745
ORIENT & PACIFIC S. S. CO.	285,819
Orient Line	57,931
Orient & Pacific Line	227,888
ORTLIEB BREWING CO., HENRY F.	
Beer	67,360
OSTER MFG. CO., JOHN	43,320
Icer & Osterizer	21,660
Knife & Scissors Sharpener	21,660
OSTREX CO.	
Ostrex	80,370

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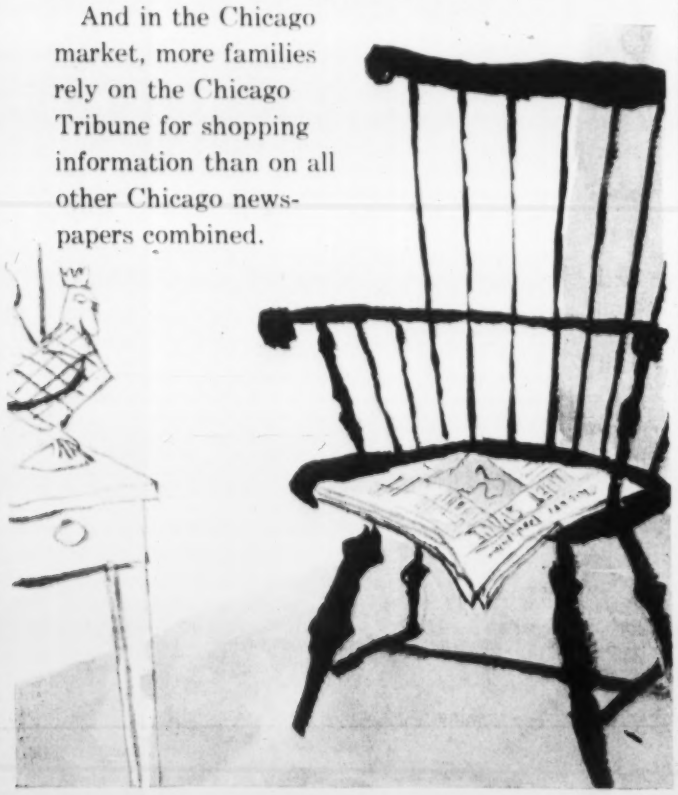
...is there such a great reliance for shopping and buying information. Only in the newspaper does advertising share this reliance.

Dozens of independent surveys show that customers rely on newspapers 5, 10 and even 20 times more than on any other media.

And in the Chicago market, more families rely on the Chicago Tribune for shopping information than on all other Chicago newspapers combined.



WITH **26,029,474** LINES of advertising in 1958 the **BUFFALO EVENING NEWS** (a six day newspaper) published **51.8%** of the total daily and Sunday Newspaper Linage in Buffalo

SOURCE: Media Record Summary in Editor and Publisher

In the steadily growing Western New York Market of more than 1,600,000 people only the NEWS offers:

FULL color...
FULL coverage
FULL six days per week.

BUFFALO EVENING NEWS

KELLY-SMITH CO., —National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Heels	31,526
OTARION, INC.	
Hearing Aid	44,080
OUTBOARD MARINE CORP.	157,461
Evinrude Outboard Motor	46,620
Johnson Outboard Motors	43,962
Lawn Boy Mowers	66,460
Pioneer Folding Boats	419
OWENS-ILLINOIS GLASS CO.	274,312
OXFORD UNIVERSITY PRESS	28,300
O'SULLIVAN RUBBER CORP.	

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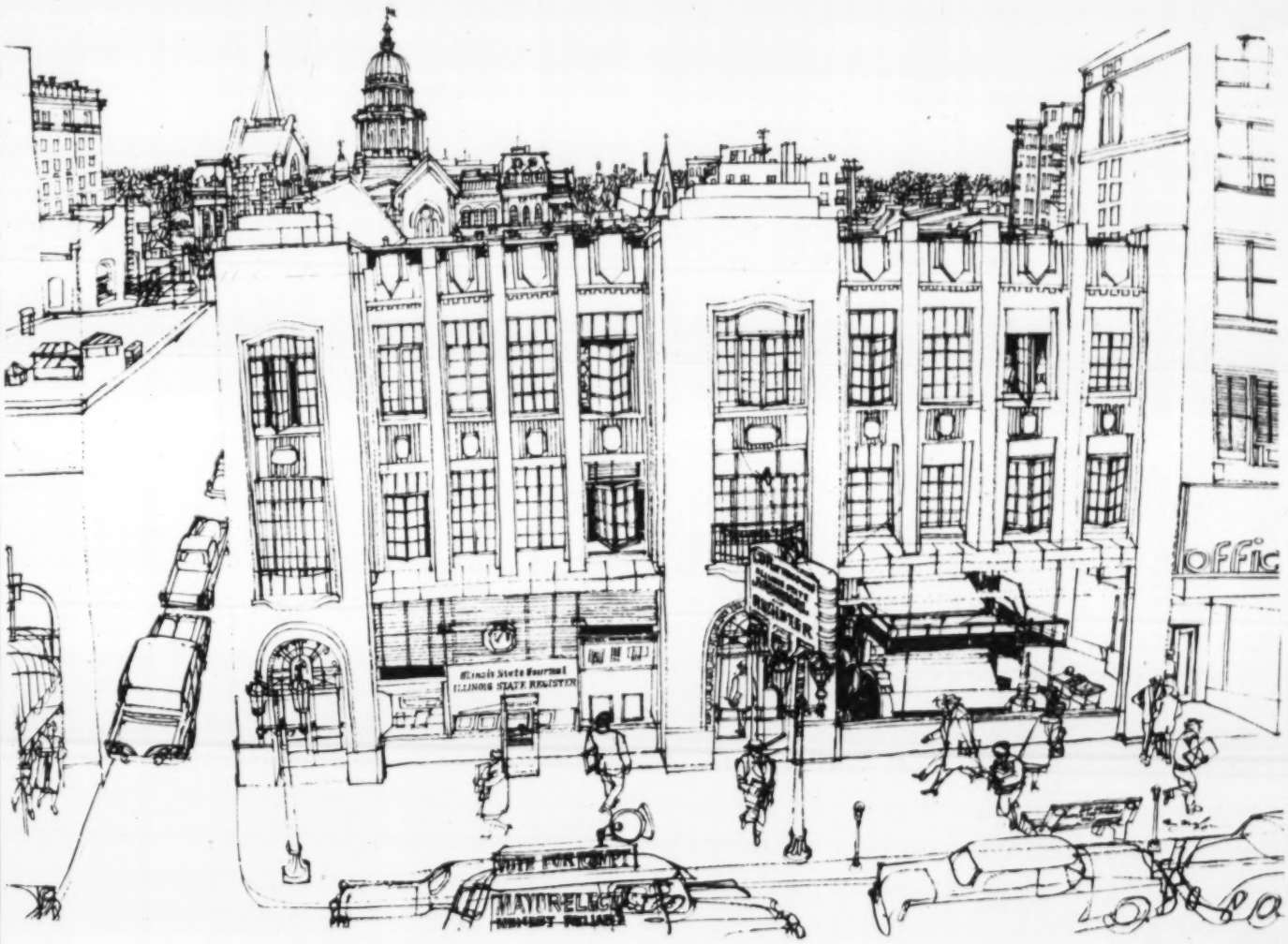
PABST BREWING CO.	72,371
Blue Ribbon Malt Extract	2,976
Eastside Beer	45
Pabst Beverages	1,109
Pabst Blue Ribbon Beer	64,798
Pabst Blue Ribbon & Old Tankard Ale	3,443
PACIFIC AIR LINES, INC.	38,257
PACIFIC COAST PAPER MILLS OF WASHINGTON	113,948
M-D Tissue	98,266
Powder Room Facial Tissues	15,682
PACIFIC FAR EAST STEAMSHIP LINES	79,358
PACIFIC GAMBLE ROBINSON	
Sno Boy Apples	27,170
PACIFIC GAS & ELECTRIC CO.	357,572
PACIFIC HAWAIIAN PRODUCTS CO.	469,944
Hawaiian Juices	433,753
Hawaiian Punch	36,191
PACIFIC MUTUAL LIFE INSURANCE CO.	148,213
PACIFIC NORTHERN AIRLINES	44,249
PACIFIC NORTHWEST PIPELINE CO.	69,410
PACIFIC POWER & LIGHT CO.	43,567
PACIFIC SOUTHWEST AIRLINES	25,364
PACIFIC TELEPHONE & TELEGRAPH CO.	586,148
PACKARD-BELL CO.	35,530
Garage Door Opener	3,726
Television	29,149
Products	2,655
PADDINGTON CORP.	46,277
J. & B. Gin	1,592
J. & B. Scotch Whisky	44,685
PALM BEACH CO.	
Suits	204,986
PAN-AMERICAN COFFEE BUREAU	137,011
PAN-AMERICAN LIFE INSURANCE CO.	58,757
PAN AMERICAN WORLD AIRWAYS	2,386,489
Aeronaves De Mexico	212,046
Avianca	96,017
C M A	162,599
Panama Steamship Line	17,134
Pan American Grace	133,190
Pan American Grace & Pan American World Airways	70,770
Pan American World Airways	1,694,733
PANDORA KNITWEAR	28,612
PANTHEON BOOKS	35,991
PARKER PEN CO.	465,779
Eversharp Pencils & Pens	131,337
Parker Pencils & Pens	334,442
PARMET CO., JOSEPH	
One-Wipe Dust Cloth	75,199
PARTI-DAY	
Parti-Day Topping	60,062
PATTI-LANE	
Patti Fashions	43,845
PAXTON & GALLAGHER CO.	144,165
Butter-Nut Coffee	70,572
Butter-Nut Coffee & Instant Coffee	11,645
Butter-Nut Instant Coffee	61,948
PEARL BREWING CO.	
Beer	160,656
PEAVEY CO., F. H.	218,136
King Midas Flour	47,323
V-10 Protein Bread	170,813
PEN-JEL CORP.	36,246
PENICK & FORD	241,079
Brer Rabbit Syrup	19,398
Cocomalt	7,208
Davis Baking Powder	8,402
My-T-Fine Pie Filling	99,851
My-T-Fine Pie Filling & Pudding	39,928
My-T-Fine Pudding	14,268
Swel Frosting Mix	40,102
Vermont Maid Syrup	11,922
PENINSULAR & OCCIDENTAL STEAMSHIP CO.	
P & O	63,207
PENNSYLVANIA INDUSTRIAL DEVELOPMENT AUTHORITY	31,203
PENNSYLVANIA MUTUAL LIFE INSURANCE CO.	69,515
PENNSYLVANIA POWER & LIGHT CO.	104,647
PENNSYLVANIA RAILROAD	25,643
PENNSYLVANIA THRESHERMEN & FARMERS MUTUAL INSURANCE CO.	25,268
PEOPLES GAS LIGHT & COKE CO.	387,350
PEOPLES NATURAL GAS CO.	50,081
PEPPERELL MFG. CO.	34,408
PEPPERIDGE FARM	140,779
Baking Products	41,085
Cookies	1,260
Frozen Cake	10,749
Frozen Pastry	4,914
Frozen Products	9,013
Stuffing	73,758
PEPSI-COLA CO.	3,818,818
Pepsi-Cola	3,584,998
Schweppes Beverages	233,820
PERK DOG FOOD CO.	25,394
Perk Dog Food	15,812
Vets Dog Food	9,582
PET MILK CO.	634,259
Golden Key Milk	1,056
Pet Chocolate Milk	1,117
Pet Cottage Cheese	2,102
Pet Dairy Products	8,224
Pet Egg Nog	3,935
Pet Evaporated Milk	83,378
Pet Ice Cream	24,740
Pet Instant Milk	225,741
Pet Milk	24,818
Pet-Ritz Frozen Fruit Pies	220,206
Sego Evaporated Milk	16,709
Sego Milk	22,233
PETER PAN FOUNDATIONS	63,672
Bra	26,003
Girdle	28,068
Products	9,601
PETERSON OINTMENT CO.	32,949
PETITE MISS CO.	25,806
PEUGEOT INC.	
Passenger Cars	79,833
PEVELY DAIRY	61,205
Buttermilk	1,855
Cottage Cheese	6,420
Eggnog	1,240
Ice Cream	10,038
Milk	37,643
Whipping Cream	3,689
Products	320
PFEIFFER BREWING CO.	
Beer	146,910
PFEIFFERS FOOD PRODUCTS	46,943
Chef Salad Dressing	44,267
Cole Slaw Dressing	2,676
PFIZER & CO., CHAS.	209,148
A-C-M	5,411
Acnecare	6,715
Bonadettes	3,244
Candettes Products	137,876
Eez Foot Powder	15,685
Eez Foot Spray	5,389
Pfizer & Co., Inc., Chas.	34,828
PHARMACEUTICALS INC.	733,284
Conti Shampoo	35,519
Geritol	88,036
Geritol & Sominex	26,258
Kreml	32,839
Niron	11,613
R. D. X.	32,272
Sedagel	2,193
Serutan	9,769
Serutan Plus	14,786
Sominex	31,188



SPRINGFIELD'S JOURNAL & REGISTER BUILDING – Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD | **Illinois State Journal**
ILLINOIS STATE REGISTER

These two historic newspapers, the Illinois State Journal and Illinois State Register, give commanding coverage of the state's capital market – 100% in Sangamon County (Springfield) and 61.6% in the entire 11-county trading area.

Both newspapers offer the added impact of top-quality R.O.P. color – black and one, two, or three colors, brilliantly reproduced by the Goss Headline Press.

For coverage plus color plus strong merchandising support in Illinois' capital market, advertise in the Illinois State Journal and Illinois State Register.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Springfield, Illinois—Northern Illinois—Greater Los Angeles—and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Williams Lectric Shave	60,682
Williams Preparations	10,065
Zarumin	47,289
Products	330,775
PHILADELPHIA ELECTRIC CO.	151,412
PHILADELPHIA GAS WORKS	82,475
PHILADELPHIA NEWS	155,677
PHILADELPHIA & READING CORP.	
Fruit of the Loom Underwear	95,596
PHILCO CORP.	1,333,739
Philco Air Conditioner	25,490
Philco Appliances	14,909
Philco-Bendix Dryer	2,024
Philco-Bendix Dryer & Washer	143,839
Philco-Bendix Washer	84,261
Philco Phonograph	7,917
Philco Products	97,911
Philco Radio	1,648
Philco Radio & Television	3,242
Philco Ranges	3,217
Philco Refrigerators	437,982
Philco Television	511,299
PHILLIPS PETROLEUM CORP.	1,985,310
Gasoline & Oils	1,979,026
Heating Oil	2,640
66 Agricultural Ammonia	1,510
66 Fertilizer	2,134
PIEDMONT AVIATION	
Airlines	104,888
PIEDMONT NATURAL GAS CO.	59,811
PIEL BROS.	
Beer	34,415
PIERCE CO., S. S.	34,390
Glen Gary Scotch	3,810
S. S. Pierce Cocktails	618
S. S. Pierce Number 6 Whisky	7,455
S. S. Pierce Products	20,474
S. S. Pierce Red Label Whisky	2,033
PIERCE & STEVENS CHEMICAL CORP.	26,814
Fame	24,514
Fabulon	2,300
PIERCE'S PROPRIETARIES	
Dr. Pierce's Golden Medical Discovery	32,581
PILLSBURY MILLS	2,953,690
Ballard Flour	81,441
Ballard Frozen Biscuits	73,205
Globe A-1 Flour	5,220
Pillsbury Baking Products	605,393
Pillsbury Cake Mix	975,430
Pillsbury Cake Mix & Frosting Mix	102,712
Pillsbury Caramel Nut Rolls	4,436
Pillsbury Cinnamon Rolls	2,219
Pillsbury Cookie Mix	4,437
Pillsbury Flour	565,888
Pillsbury Frosting Mix	185,646
Pillsbury Frozen Coffee Cake	1,955
Pillsbury Pancake Mix	723
Pillsbury Pie Crust Mix	98,178
Pillsbury Pizza Mix	31,803
Pillsbury Products	10,325
Pillsbury Pudding-Cake Mix	204,679
PILSENER BREWING CO.	
P. O. C. Beer	38,132
PINEX CO.	153,749
Dexyl	90,204
Pabasone	23,930
Pabsone & Pinex	2,460
Pinex	37,155
PINKHAM MEDICINE CO., LYDIA E.	396,888
PIO INC., BARTOLOMEO	
Pio Wine	114,193
PIONEER SUSPENDER CO.	
Stretchway Belts	26,430
PITTSBURGH BREWING CO.	125,477
Iron City Beer	108,452
Olde Frothingslosh Ale	6,086
Tech Beer	10,939
PITTSBURGH PLATE GLASS CO.	217,547
Aerolite Doors	1,792
Pittsburgh Paints	215,755
PLANTER'S NUT & CHOCOLATE CO.	78,386
Planter's Oil	31,882
Planter's Peanut Butter	27,904
Planter's Peanuts	18,600
PLOUGH INC.	1,473,643
C-2223	3,059
Coppertone	298,408
Dr. Edwards' Olive Tablets	76,438
Mexsana	121,667
Mistol Capsules	14,863
Mistol Mist	16,790
Moroline	34,269
Musterole	207,916
Nix Deodorant	9,168
Nujol	40,458
Penetro Rub	24,650
St. Joseph Aspirin	433,566
St. Joseph Nose Drops	30,091
St. Joseph Products	6,098
San Man Tablets	3,857
Solarcaine	4,051
Zemo	148,294
PLYMOUTH HOMES	
Homes	25,576
POIRETTE CORSETS	
Corsets	32,540
POLK MILLER PRODUCTS CORP.	
Sergeant's Scratch Powder	94,229
POPPER-MORSON CORP.	26,958
E. Martin Brandy	3,001
Peter Hagen Cordials	13,144
Peter Hagen Rock 'n' Rye	274
Peter Hagen Wishniak	245
Popper Morson Products	10,294
PORTLAND CEMENT ASSN.	378,282
PORTLAND GENERAL ELECTRIC CO.	44,588
POTOMAC ELECTRIC POWER CO.	55,115
POTTER DRUG & CHEMICAL CORP.	162,769
Cuticura Products	135,293
Cuticura Shampoo	27,476
PREMIUM TOY CO.	
DeLuxe Dolls	58,074
PRENTICE-HALL, INC.	72,073
PROCTER & GAMBLE CO.	6,972,897
American Family Products	9,361
Big Top Peanut Butter	83,365
Camay Soap	265,633
Cascade Detergent	62,579
Charmin Paper Products	4,551
Clorox	1,303,158
Comet	28,473
Crest Tooth Paste	42,628
Crisco	5,726
Dreft Liquid Detergent	24,977
Duncan Hines Cake Mix	232,584
Fluffo	8,373
Gleem Tooth Paste	321,903
Ivory Flakes	29,688
Ivory Liquid Detergent	1,312,959
Ivory Soap	10,060
Jif Peanut Butter	442,013
Joy Liquid Detergent	4,730
Lava Soap	100,382
Mr. Clean	41,629
Pace Home Permanent	556,270
Secret Deodorant	47,831
Tide	640,863
Whirl	11,662
Zest	1,222,011
Products	159,488
PROCTOR ELECTRIC CO.	
Mary Proctor Toaster	43,140
PROLARMON INC.	114,071
Dr. West's Products	4,373
Dr. West's Tooth Brush	66,884
Dr. West's Tooth Paste	42,814
PROVIDENCE GAS CO.	103,697
PRUDENTIAL INSURANCE CO. OF AMERICA	2,348,539
PUBLIC SERVICE CO. OF COLORADO	79,430
PUBLIC SERVICE CO. OF NORTHERN ILLINOIS	179,816
PUBLIC SERVICE OF NEW JERSEY	206,616
Bus Transport	45,748
Gas & Electric Service	160,868
PUBLICKER INDUSTRIES	914,644
Cavalier Vodka	35,013
Charter Oak Whisky	46,388
County Fair Whisky	28,459
Haller's SRS Whisky	3,982
Haller's Whiskies	1,926
Kinsey Gin & Whisky	1,521
Kinsey Products	3,715
Kinsey Whisky	68,685
Linfield Whisky	1,206
Old Hickory Whisky	489,160
Petrushka Vodka	1,025
Philadelphia Whisky	199,568
Planter's Club Whisky	33,996
PUBLISHERS CLEARING HOUSE	57,123
PURE OIL CO.	293,140
Fuel Oil	20,364
Gasoline & Oils	269,815
Tires	2,961
PUREX CORP. LTD.	1,079,175
Bat Guano	40,154
Beads-O-Bleach	228,359
Purex	467,003
Sweetheart Soap	230,273
Trend	14,113
Trend Liquid Detergent	89,208
Wrisley Soap Products	10,065
PURITAN SPORTSWEAR CORP.	
Ban-Lon Sportswear	158,026
PURITRON CORP.	30,819
PURITY MAID BAKING CO.	54,107
Bread	47,703
Products	6,404
PUTNAM INC., I.	
Klutch	62,594
PUTNAM'S SONS, G. P.	104,659

Q

QANTAS EMPIRE AIRWAYS, LTD.	160,897
QUAKER OATS CO.	3,889,910
Aunt Jemima Bread Mix	80,168
Aunt Jemima Cake Mix	91,083
Aunt Jemima Coffee Cake Mix	1,036
Aunt Jemima Corn Meal Mix	5,925
Aunt Jemima Mixes & Quaker Cereals	86,275
Aunt Jemima Oatmeal Bread Easy-Mix	3,779
Aunt Jemima Pancake Mix	133,645
Aunt Jemima Pancake & Waffle Mix	7,229
Aunt Jemima & Quaker Corn Meal & Grits	35,792
Chuck Wagon Charcoal Wheels	31,733
Ful-O-Pep Feeds	77,567
Instant Quaker Oats	82,011
Ken-L-Biskit	509,417
Ken-L-Burger	33,843
Ken-L-Meal	22,802
Ken-L-Ration	1,373,514
Ken L-Treats	256,479
Life Cereal	32,926
Mother's Oats & Quaker Oats	14,527
Mother's Oats & Quick Moter's Oats	162,768
Mother's Soup	1,711
Muffets	7,256
Pettijohns Cereal	1,240
Puss'n Boots Cat Food	297,954
Quaker Cereals	323,944
Quaker Macaroni Products	8,258
Quaker Oats	21,883
Quaker Oats & Quick Quaker Oats	173,530
Quaker Puffs of Wheat	1,150
Quaker Sugar Puffs	3,942
Wolf Brand Chili & Tamales	6,523
QUALITY DAIRY CO.	
Dairy Products	139,062
QUALITY IMPORTERS	324,957
Ambassador Scotch Whisky	260,289
Old Bushmills Irish Whisky	29,603
White Heather Scotch Whisky	35,065
QUEBEC PROVINCIAL PUBLICITY BUREAU	119,018

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RADIATOR SPECIALTY CO.	
Transeal	103,687
RADIO CORP. OF AMERICA	1,123,108
National Broadcasting Co.	23,703
RCA Radiomarine Equipment	2,154
RCA Tubes	6,874
RCA Victor Phonograph	116,396
RCA Victor Products	91,240
RCA Victor Radio	14,698
RCA Victor Radio & Phonograph	16,070
RCA Victor Radio & Television	22,032
RCA Victor Records	125,582
RCA Victor Television	704,359
RAGU PACKING	46,263
Macaroni	4,947
Spaghetti Sauce	41,316
RALEIGH DEPT. OF CONSERVATION & DEVELOPMENT	95,523
RALSTON PURINA CO.	449,470
Purina Dog Chow	155,302
Ralston Purina Products	3,336
Rice Chex	104,232
Wheat Chex	186,600
RANDOM HOUSE, INC.	227,658
Modern Library Press	5,857
Random House	221,801
RATH PACKING CO.	923,714
Frozen Meat Products	698,610
Meat Products	225,104
RAYONIER, INC.	34,113
READER'S DIGEST ASSN.	1,680,734
Condensed Book Club	401,922
Reader's Digest	1,278,812
READY-TO-BAKE FOODS	
Puffin Biscuits	115,083
REAL AIRLINES	48,783
REAL GOLD CO.	
Real Gold Fruit Juices	41,831
REALEMON-PURITAN CO.	
RealLemon	144,078
REARDON CO.	38,457
Bondex	34,763
Dramex	3,694
RED SCISSORS COUPONS	134,365
REDDI-WIP	72,102
Reddi-Wip	16,775
Top Wip	55,327
RED STAR YEAST & PRODUCTS CO.	
Yeast	51,451
REESE CANDY CO., H. B.	
Candies	44,138
REGAL PALE BREWING CO.	
Beer	330,425
REGENSBURG, E. & SONS	41,217
Admiration Cigars	34,113
Medalist Cigars	7,104
REGNERY, HENRY CO.	
Books	28,173
REILY & CO., WM. B.	58,285
Luzianne Coffee	55,078
Luzianne Instant Coffee	2,559
Luzianne Tea	648
RELAXACIZOR	
Relaxacizor	41,852
RELIANCE MFG. CO.	
Big Yank Work Clothes	58,754
RENAULT SELLING BRANCH	294,796
Dauphine Cars	3,874
Renault Cars	290,922
RENFIELD IMPORTERS	1,945,070
Gordon's Gin	733,220
Gordon's Gin & Vodka	21,885
Gordon's Vodka	412,573
Haig & Haig Five Star Scotch Whisky	378,815
King William IV Scotch Whisky	101,870
Martini & Rossi Vermouth	32,678
Martini & Rossi Wines	21,879
Palomino Wine	1,635
Piper-Heidsieck Champagne	5,406
Renfield Products	235,109
RESINOL CHEMICAL CO.	
Resinol	125,719
REVELL	
Hobby Kits	38,779
REVERE CAMERA CO.	75,585
REVERE SUGAR REFINERY	92,942
REVLON	1,070,000
Clear-O-Dan Shampoo	5,978
Esquire Lano-Wax & Scuff-Kote	51,435
Hi & Dri Deodorant	32,513
Revlon Preparations	792,843
Silicare Baby Preparations	29,295
Thin-Down	9,011
Top Brass Hair Dressing	148,925
REXALL DRUG CO.	2,881,419
Intracel	96,864
Rexall Products	2,530,055
Rybutol	254,500
REYNOLDS METALS CO.	169,776
Eskimo Pie	144,452
Reynolds Aluminum	10,201
Reynolds Wrap	15,123
REYNOLDS TOBACCO CO., R. J.	5,215,711
Camel Cigarets	331,496
Reynold's Tobaccos	5,299
Salem Cigarets	1,855,762
Winston Cigarets	3,023,154
RHODES PHARMACAL CO.	
Perform Hair Set	26,526
RICHFIELD OIL CORP. OF CALIFORNIA	
Gasoline and Oils	400,604
RICHMOND-CHASE CO.	128,571
Diet Delight Foods	15,555
Diet Delight Fruits	84,981
Heart's Delight Juices	28,035
RICHMOND DEPT. OF CONSERVATION & DEVELOPMENT	35,941
RIGBY MODELS	93,899
RINEHART & CO.	
Books	58,877
ROBERTS DAIRY CO.	
Dairy Products	80,377
ROCHESTER GAS & ELECTRIC CO.	118,180
ROCKNOLL NURSERY	38,369
ROD'S FOOD PRODUCTS	
Salad Dressing	28,112
ROMAN CLEANSER CO.	123,369
Bleach	7,817
Cleanser	115,552
ROMAN MEAL CO.	82,345
Baking Products	2,535
Bread	43,779
Cereal	33,650
Pancake & Waffle Mix	2,381
RONSON CORP.	
Lighters and Accessories	63,786
ROOTES MOTORS	387,363
Hillman Cars	371,203
Sunbeam Cars	16,160
ROPER, GEORGE D., CORP.	
Ranges	26,642
ROQUEFORT ASSN.	29,007
ROSE & CO., L.	
Juices	58,857
RUBBERMAID	81,606
Drainer Tray	40,803
Laundry Basket	40,803
RUBINSTEIN INC., HELENA	
Preparations	394,552
RUPPERT, JACOB	40,854
Jacob Ruppert Ale	12,898
Knickerbocker Beer	27,956
RUSSELL-MILLER MILLING CO.	33,293
American Beauty Flour	9,335
Occident Flour	23,958
RUSTAIN PRODUCTS	
Zud	35,905
RUST-OLEUM CORP.	141,579

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S. S. S. CO.	
S. S. S. Tonic	149,896
SAAB MOTORS	
Saab Cars	27,645
SABENA BELGIAN WORLD AIRLINES	131,461
SACRAMENTO MUNICIPAL UTILITY DISTRICT	30,616
ST. MARTINS PRESS	
Books	54,036
SALADA TEA CO.	
Tea	138,992
SAN GIORGIO MACARONI	
Products	32,652
SANDURA CO.	
Sandran	39,318
SANI-WAX CO.	
Sani-White	26,003
SANTA FE WINE CO.	
Wine	26,311
SARONG INC.	
Bras & Girdles	125,987
SAUER CO., C. F.	197,337
Duke's Mayonnaise	138,062
Duke's Peanut Oil	12,721
Duke's Salad Dressing	13,965
Duke's Sandwich Spread	13,676
Sauer's Spices & Extracts	18,913
SAVANNAH SUGAR REFINING CORP.	
Dixie Crystal Sugar	72,458
SAVOGRAN CO.	
Strypeeze Paint Remover	31,113

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...is advertising received with such friendly attention. It is wanted, liked and needed by a receptive audience that is easier to sell.

And in the Chicago market, people are most receptive to advertising in the Chicago Tribune. They prefer it for shopping information over all other Chicago newspapers combined.

The **CHARLESTON** Market Is *West Virginia's No. 1 Market*

PROGRESS IN THE CHARLESTON MARKET—Here is the new Kaiser Aluminum plant at Ravenswood, W. Va., in Jackson County where the Charleston Newspapers have 40.9% Family Coverage. Employing some 3,500 people this plant, its satellites and service establishments is rapidly transforming a semi-rural area into a fast-growing industrialized region.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

SAWYER'S	
View-Master	164,346
SCAIFE CO.	
Timken Heating Equipment	61,846
SCANDINAVIAN AIRLINES SYSTEMS	497,962
SCHAEFER BREWING CO., F. & M.	
Beer	867,590
SCHEIDT BREWING CO., ADAM	40,069
Prior Beer	16,684
Ram's Head Ale	5,117
Valley Forge Beer	18,268
SCHENLEY INDUSTRIES	8,952,863
Amitone	54,173
Ancient Age Whisky	997,428
B.P.R. Reserve Whisky	7,611
Belmont Whisky	37,090
Bertolli Wines	2,600
Blatz Beer	56,844
Bourbon Institute	21,514
Carioca Rum	34,088
Cascade Whisky	123,954
Cherry Heering	11,346
Coronet Brandy	167,686
Cream of Kentucky Whisky	488,485
Cresta Blanca Wine	17,883
Dubonnet Vermouth	6,234
Du Bouchett Brandies	4,346
Du Bouchett Cordials	38,039
Du Bouchett Creme De Cacao	874
Du Bouchett Creme De Menthe	1,858
Echo Spring Whisky	443,296
Gibson's Diamond 8 Whisky	30,295
Golden Age Gin	17,045
Golden Wedding Whisky	365,149
Golden Yar Vodka	11,280
I. W. Harper Whisky	325,449
James E. Pepper Whisky	98,980
J.W.Dant Charcoal Perfected Whisky	52,442
J.W. Dant Olde Bourbon Whisky	27,993
J. W. Dant & Olde Bourbon Whiskies	90,177
J. W. Dant Whisky	108,166
Kentucky Bred & Park & Tilford Reserve Whiskies	41,286
Kentucky Bred Whisky	67,125
MacNaughton's & Royal Club Whiskies	7,934
MacNaughton's Whisky	126,476
Marie Brizard Liqueur	1,166
Melrose Gin	61,129
Melrose Gin & Whisky	57,757
Melrose Rare Whisky	301,876
Melrose Whisky	73,781
Old Charter Whisky	350,677
Old Quaker Whisky	145,486
Old Schenley Whisky	13,975
Old Stagg Whisky	532,597
Park & Tilford Private Stock	63,461
Park & Tilford Products	28,423
Park & Tilford Reserve Whisky	260,800
Park & Tilford Vodka	143
Park & Tilford Whiskies	181,392
Roma Wine	79,600
Royal Club Whisky	19,275
Sam Thompson Whisky	12,601
Samovar Vodka	430,164
Schenley Champion Whisky	434,358
Schenley Industries Inc. Institutional	1,522
Schenley London Dry Gin	164,535
Schenley O.F.C. Whisky	346,196
Schenley Products	26,578
Schenley Reserve Whisky	1,110,483
Schenley's Whiskies	69,697
Scottish Majesty Scotch Whisky	7,043
Sir John Schenley Whisky	108,926
Three Feathers Whisky	179,637
Tintex	844
Wilken's Whisky	3,595
SCHERING CORP.	529,744
Control 24	21,999
Correctol	74,361
Feen-A-Mint	30,607
Medigum	849
Regutol	242,181
Saraka	159,747
SCHICK	141,079
Lady Schick & Schick Shavers	17,972
Schick Lighter	123,107
SCHIEFFELIN & CO.	116,210
Chartreuse Liqueur	1,032
Cora Vermouth	10,330
Dagger Rum	1,077
Don Q Rum	4,554
Hennessy Brandy	28,543
Moet Champagne	7,386
Ruffino Wine	18,721
Teacher's Highland Cream Scotch Whisky	44,567
SCHLITZ BREWING CO., JOS.	
Beer	665,793
SCHLUDERBERG, WM.-T. J. KURDLE CO.	
Esskay Meat Products	31,243
SCHMIDT BAKING CO.	32,008
Bread	16,759
Products	15,249
SCHMIDT & SONS, C.	
Ale & Beer	334,758
SCHOLL MFG. CO.	479,203
Dr. Scholl's Air-Pillo Insoles	39,528
Dr. Scholl's Arch Supports	991
Dr. Scholl's Ball-O-Foot Cushions	52,820
Dr. Scholl's Bromidrosis Powder	12,227
Dr. Scholl's Electric Foot Massager	2,895
Dr. Scholl's Foam-Ease	585
Dr. Scholl's Foot-Eazers	2,844
Dr. Scholl's Foot Powder	18,084
Dr. Scholl's Kurotex	34,213
Dr. Scholl's Zino-Pads	315,016
SCHOLZ HOMES	39,634
SCHONBRUNN & CO., S. A.	136,868
Medaglia D'Oro Coffee	46,592
Savarin Coffee	15,772
Savarin Instant Coffee	74,504
SCHUCKLE & CO.	
Aunt Penny's White Sauce	27,901
SCOTT-ATWATER MFG. CO.	
Outboard Motors	132,576
SCOTT PAPER CO.	893,119
Cut Rite Wax Paper	480
Scotkins	55,648
Scott Napkins	189,851
Scott Tissue	127,090
Scott Towels	11,125
Soft-Weve Tissue	148,692
Waldorf Tissue	360,233
SCOTT & SONS CO., O. M.	244,737
Scott Fertilizer	5,065
Scott Turf Builder	4,530
Scott's Seeds	235,142
SCOVILL MFG. CO.	271,167
Hamilton Beach Appliances	132,024
Hamilton Beach Cleaner	81,459
Hamilton Beach Fry Pan	14,521
Hamilton Beach Mixer	14,499
Hamilton Beach Mixette	14,365
Hamilton Beach Toaster	14,299
SCRANTON GAS CO.	42,616
SCRIBNER'S SONS, CHAS.	
Books	75,471
SCRIPTO	
Pencils & Pens	130,640
SEA BREEZE LABORATORIES	
Sea Breeze Antiseptic	25,110
SEABOARD AIR LINE RAILROAD	177,188
SEABROOK FARMS CO.	
Frozen Foods	205,538
SEALY	
Mattress	104,011
SEEMAN BROS.	411,692
Redi-Tea	25,731
Savoy Car Shampoo	240,477
White Rose Instant Coffee	37,834
White Rose Instant Tea	39,005
White Rose Tea	68,645
SERTA ASSOCIATES	
Mattress	280,627
SESSIONS CO.	
School Days Peanut Butter	57,151
SEVEN-UP CO.	
7-Up	288,992
SHALER CO.	
Risione	42,151
SHASTA WATER CO.	
Beverages	29,713
SHEAFFER PEN CO., W. A.	384,713
Maico Hearing Glasses	36,454
Pencils & Pens	348,259
SHEDD-BARTUSH FOODS	29,010
Churngold Margarine	16,726
Keyko Margarine	672
Shedd's-Bartush Products	5,243
Shedd's Dressings	3,601
Shedd's Peanut Butter	2,122
Shedd's Sandwich Spread	646
SHEINKER & SON, W.	
Holland House Cocktail Mixes	136,087
SHELL OIL CO.	2,465,433
Chemicals	4,463
Fertilizers	1,083
Gasoline & Oils	2,404,875
Heating Oil	3,926
Shellzone Anti-Freeze	9,671
Institutional	41,415
SHERWIN-WILLIAMS CO.	304,726
Destroy	599
Kem-Glo	9,275
Kem-Tone	67,026
Martin-Senour Paints	13,881
Sherwin-Williams Paints	209,142
Weed-No-More	4,803
SHIELDS	
Jewelry	25,806
SHIP-N-SHORE	
Blouses	28,986
SHULTON	591,268
Bridgeport Bug Bomb	35,254
Good-Aire	93,740
Old Spice Deodorant	35,371
Old Spice Preparations	19,319
Old Spice Smooth Shave	26,258
Shulton Preparations	318,789
Slug-A-Bug	48,507
Thylox Products	14,030
SHWAYDER BROS.	
Samsonite Luggage	129,797

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Everything's

UP

In The Fort Worth Star-Telegram Market

POPULATION

Now 2,218,000 . . . increasing faster than any other Texas area

CIRCULATION

Largest circulation in Texas! 254,-038 (M & E) 225,297 (Sunday)

E. B. INCOME

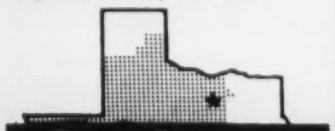
A whopping $3,749,910,000 . . . 24.7% of the state total!

SALES

$2,679,872,000 total retail sales . . . 24.9% of state total . . . still climbing!

POTENTIAL

Drug and food sales, automobile, gasoline and general merchandise sales are up . . . residential and commercial building continues at a fast pace . . . it all adds up to positive SALES POTENTIALS for you in the Fort Worth Star-Telegram 100 county market. **Sources: ABC Audit Report, March 31, 1958. Sales Management Survey of Buying Power, May 10, 1959.**



FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR.
President and National Advertising Director
LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

SICKS RAINIER BREWING CO.	
Rainier Beer	59,765
SIEGLER CORP.	
Heating Equipment	75,953
SILVER SPRINGS GARDENS	
Horse Radish	31,854
SIMCA	
Cars	240,988
SIMMONS CO.	182,298
Beautyrest Mattress	67,587
Hide-A-Bed Sofa	114,711
SIMMONS TOURS	65,045
SIMON & SCHUSTER	
Books	386,332
SIMONIZ CO.	1,264,883
Floor Wax	1,198,799
Hi-Lite	66,084
SINCLAIR MFG. CO.	
Sprite Liquid Detergent	49,588
SINCLAIR REFINING CO.	230,518
Fuel Oil	88,143
Gasoline & Oils	142,375
SIROIL LABORATORIES, INC.	
Siroil	105,089
SKELLY OIL CO.	560,007
Battery	5,917
Furnace Oil	19,963
Gasoline & Oils	534,127
SKIL CORP.	
Tools	133,167
SKINNER MFG. CO.	
Macaroni & Spaghetti	48,176
SLEEP-EZE CO.	
Sleep-eze	87,327
SLENDERELLA INTERNATIONAL	50,416
Jams & Jellies	24,540
Products	25,876
SLIMTOWN, INC.	
Reducing Tablets	53,956
SMITH-CORONA, INC.	
Typewriter	280,778
SMITH CORP., A. O.	
Permaglas Water Heater	117,342
SNO-BOL CO.	
Sno-Bol	29,261
SNOW CANNING CO., F. H.	92,175
Sno-Tip Salmon	602
Snow's Clam Chowder	49,121
Snow's Clams	21,542
Snow's Clam Stew	14,628
Snow's Products	6,282
SOCONY MOBIL OIL CO.	2,836,019
General Petroleum Corp.	712,960
Magnolia Petroleum Corp.	154,605
Socony Gasoline & Oils	1,968,454
SOLARINE CO.	
Floor Wax	51,325
SORBOL CO.	28,695
Itch Me Not	8,960
Sorbol	1,293
T-4-L	18,442
SOUTH AFRICAN ROCK LOBSTER ASSN.	
Rock Lobster Tails	62,582
SOUTH CAROLINA DEVELOPMENT BOARD	30,423
SOUTH CAROLINA ELECTRIC & GAS CO.	28,331
SOUTH DAKOTA'S STATE HIGHWAY COMMISSION	49,608
SOUTHERN AIRWAYS	29,565
SOUTHERN BELL TELEPHONE & TELEGRAPH CO.	508,766
SOUTHERN CALIFORNIA EDISON CO.	414,617
SOUTHERN CALIFORNIA GAS CO.	321,686
SOUTHERN CO.	316,637
Alabama Power Co.	67,875
Georgia Power Co.	235,345
Southern Co., The	13,417
SOUTHERN INDIANA GAS & ELECTRIC CO.	64,113
SOUTHERN NEW ENGLAND TELEPHONE CO.	129,628
SOUTHERN PACIFIC CO.	263,567
SOUTHERN PINE ASSN.	
SPIB Southern Yellow Pine	42,302
SOUTHERN RAILWAY SYSTEM	157,364
SOUTHERN UNION GAS CO.	59,927
SOUTHWESTERN BELL TELEPHONE CO.	334,221
SOUTHWESTERN LIFE INSURANCE CO.	36,807
SPANISH TOURIST OFFICE	27,013
SPEAS CO.	
Vinegar	60,068
SPEEDWAY PETROLEUM CORP.	70,432
Fuel Oil	4,973
Gasoline & Oils	65,459
SPERRY & HUTCHINSON CO.	
S & H Green Stamps	102,779
SPERRY RAND CORP.	153,809
Remington Power Tool	5,393
Remington Rand Univac	12,523
Remington Shaver	10,755
Remington Toilet Preparations	59,296
Remington Typewriter	65,842
SPERTI-FARADAY	
Sperti Sun Lamp	33,011
SPRATT'S PATENT (AMERICA) LTD.	35,042
Cat Food	4,991
Dog Food	30,051
SPRINGS COTTON MILLS	
Springmaid Sheets	96,749
SQUIRT CO.	
Squirt	177,898
STADLER PRODUCTS CO.	28,317
Stadler Fertilizer	2,297
Triple-XXX Products	26,020
STAHL-MEYER	29,813
Ferris Ham	24,886
Stahl-Meyer Meat Spreads	4,927
STALEY MFG. CO., A. E.	80,643
Sta-Flo Starch	6,072
Sta-Flo Starch & Sta-Puf Rinse	38,571
Staley's Popcorn Oil	16,493
Staley's Syrup	12,381
Sta-Puf Rinse	7,126
STAMPER CO., F. M.	56,157
Banquet Frozen Dinners	38,581
Banquet Frozen Pies	17,576
STANBACK CO.	60,382
STANDARD BRANDS	2,768,516
Black & White Scotch Whisky	264,472
Blue Bonnet Margarine	147,858
Blue Bonnet Margarine-Royal Gelatin & Puddings	11,940
Chase & Sanborn Coffee	82,267
Chase & Sanborn Instant Coffee	632,011
Churchill "88" Whisky	11,890
Fleischmann's De Luxe Whisky	3,037
Fleischmann's Gin	240,843
Fleischmann's Gin & Preferred Whisky	29,631
Fleischmann's Margarine	19,591
Fleischmann's Preferred Whisky	517,249
Fleischmann's Vodka	143,611
Fleischmann's Whisky	25,917
Fleischmann's Yeast	12,457
Old Medley Whisky	5,250
Pilgrim Rum	12,021
Royal Baking Powder	14,944
Royal Desserts	10,213
Royal Gelatin	47,792
Siesta Instant Coffee	192,658
Tenderleaf Tea	342,864
STANDARD EDUCATIONAL SERVICE	
World Wide Encyclopedia	157,781
STANDARD FOOD PRODUCTS CORP.	26,899
Heather Dew Scotch	6,452
King's Vat Scotch	20,447
STANDARD KNITTING MILLS	
Healthknit Underwear	162,083
STANDARD MILLING CO.	106,322
Aristos Flour	975
Ceresota Flour	77,071
Hecker's Flour	28,276
STANDARD OIL CO. OF CALIFORNIA	2,047,287
California Oil Co., Gasoline & Oils	511,675
Gasoline & Oils	1,288,708
Isotox	101,976
Ortho Insecticides & Weed Killers	73,088
Standard Heating Oils	30,135
Standard Oil Co. of Texas, Gasoline & Oils	41,705
STANDARD OIL CO. (INDIANA)	3,231,748
American Oil Co., Gasoline & Oils	793,144
Amoco Fuel Oil	1,352
Gasoline & Oils	1,929,222
Pan-Am Southern Corp.	15,547
Standard Fuel Oil	286,225
Standard Oil Co. of Indiana-Institutional	195,008
Utah Oil Refining Co., Gasoline & Oils	11,250
STANDARD OIL CO. (KENTUCKY)	
Gasoline & Oils	136,187
STANDARD OIL CO. (NEW JERSEY)	3,305,724
Carter Oil Co., Gasoline & Oils	176,403
Carter Heating Oils	2,788
Esso Heating Oil	207,566
Esso Oil Burner	3,163
Esso Standard Oil Co.-Institutional	359,641
Flit	337,893
Gasoline & Oils	1,955,101
Humble Oil & Refining Co., Gasoline & Oils	235,933
Pate Oil Co., Gasoline & Oils	27,236
STANDARD OIL CO. (OHIO)	354,491
Gasoline & Oils	321,924
Sohio Insect Spray	5,658
Standard Oil Co. of Ohio-Institutional	26,909
STANDARD PACKAGING CORP.	38,034
Royledge Shelf Covering	21,569
Roylies Doylies & Mats	16,465
STANDARD ROMPER CO.	
Health-Tex Clothes	25,927
STANDARD-TRIUMPH MOTOR CO.	
Triumph Cars	201,635
STANLEY WARNER CORP.	995,358
Cinerama Productions	4,302
Isodettes	16,021
Isodine	63,583
Playtex Bra	417,680
Playtex Girdle	490,507
Playtex Gloves	368
Playtex Products	2,897
STAR KIST FOODS	778,418
Nine Lives Pet Foods	92,072
Star-Kist Tuna	686,346
STATE FARM MUTUAL AUTOMOBILE INSURANCE CO.	107,329
STAUFFER REDUCING	366,112
STEGMAIER BREWING CO.	
Beer	130,323
STEIN & CO., A.	
Perma-Lift Bra & Girdle	97,131
STEPHANO BROTHERS	
Trend Cigarets	40,250
STERLING ARTCO	164,322
SA Fire Injectors	130,339
SA Fuel Igniters	33,983
STERLING DRUG	2,329,208
Bayer Aspirin	460,264
Bayer Nasal Spray	128,227
Campho-Phenique	136,817
D-Con	52,795
Diaparene Baby Preparations	51,335
Fleecy-White	201,888
Instantine	29,786
Jayne's P-W Tablets	94,671
Little Bo-Peep Ammonia	77,541
Midol	205,080
Molle Shave Cream	211,051
Pepsamar	13,263
Phillips' Milk of Magnesia	377,699
Z.B.T. Baby Powder	288,79
STERN'S NURSERIES	33,820
STEVENS, EUGENE	
Power Flash Spark Plugs	67,779
STEVENS & CO., J. P.	307,708
Fuller & Co. Fabrics	31,889
Stevens Fabrics	91,391
Stevens Sheets	133,981
Stevens Twist Twill	32,793
Utica-Mohawk Sheets	17,654
STEWART'S PRIVATE BLEND COFFEE CO.	107,845
Coffee	91,248
Instant Coffee	12,094
Tea	4,503
STITZEL-WELLER DISTILLERY	430,506
Old Cabin Still & Old Fitzgerald	38,331
Old Cabin Still Whisky	161,076
Old Fitzgerald Whisky	217,093
Old Stitzel	1,520
Old W. L. Weller Whisky	12,486
STOKELY-VAN CAMP	1,071,701
Bean Hole Beans	589
Pictsweet Frozen Foods	49,570
Stokely-Van Camp Fruits	64,140
Stokely-Van Camp Products	162,147
Stokely's-Van Camp Vegetables	340,403
Van Camp Pork & Beans	424,794
Van Camp's Chili Con Carne	4,108
Van Camp's Frozen Casseroles	25,950
STORZ BREWING CO.	
Beer	29,184
STOUFFER CORP., THE	
Frozen Foods	279,642
STOWE-WOODWARD, INC.	
Ebonite Bowling Ball	30,604
STRAUSS & CO., LEVI	
Levi's	306,448
STROEHMANN-SUNBEAM BAKERY	
Stroehmann's Bread	130,633
STROH BREWERY CO.	
Beer	794,494
STUDEBAKER-PACKARD CORP.	2,738,153
Hawk Cars	106,287
Lark Cars	614,935
Mercedes Benz Cars	73,440
Packard Cars	36,738
Packard & Studebaker Cars	279,243
Studebaker Cars	1,434,025
Studebaker-Packard Corp.-Institutional	193,485
SUGAR INFORMATION	327,021
SUGARINE CO.	43,584
SULLIVAN, R. G.	25,639
Dexter Cigars	11,335
7-20-4 Cigars	14,304
SUN LIFE ASSURANCE CO. OF CANADA	70,459
SUN OIL CO.	2,232,172
Gasoline & Oils	2,181,226
Heating Oil	50,946
SUNBEAM BAKING CO.	390,493
Baking Products	45,640
Bread	344,853
SUNBEAM CORP.	491,440
Lady Sunbeam Shaver	28,039
Shavemaster	26,165
Sunbeam Appliances	270,304
Sunbeam Clocks	38,510
Sunbeam Fry Pan	38,926
Sunbeam Iron	7,145
Sunbeam Iron & Mixmaster	37,369
Sunbeam Mower	26,144
Sunbeam Percolator & Toaster	18,838
SUNKIST GROWERS	624,300
Frozen Juices	111,358
Juices	27,870
Lemons	353,002
Lemons & Oranges	22,012
Oranges	110,058
SUNLITE BAKERY CO.	
Bread	49,942
SUNRAY MID-CONTINENT OIL CO.	
D-X Gasoline	170,583
SUNSET HOUSE	67,579
SUNSHINE BISCUIT	765,154
Schuler's Potato Chips	17,104
Sunshine Crackers	748,050
SURE-FIT PRODUCTS CO.	
Seat Covers	290,583
SUTTON CORP., O. A.	
Vornado Air Conditioner	44,306
SWEDISH AMERICAN LINE	164,583
SWIFT & CO.	2,097,736
Allsweet Margarine	426,003
Corkhill Meat Products	11,205
End-O-Pest	34,286
End-O-Weed	32,994
Jewel Shortening	4,886
Mayrose Meats	21,154
Pard Dog Food	384,320
Plankinton's Meat Products	2,083
Prem	7,983
Swift's Baby Foods	325,753
Swift's Frozen Products	37,757
Swift's Ice Cream	49,050
Swift's Meat Products	396,990
Swift's Poultry Products	31,355
Vigoro	331,917
SWISHER & SONS, JOHN H.	
King Edward Cigars	177,352
SWISS AIR TRANSPORT CO.	126,659
SWITZERLAND CHEESE ASSN.	81,065
SYLVAN SEAL MILK	
Dairy Products	52,944
SYLVANIA ELECTRIC PRODUCTS	135,183
Argus Cameras & Accessories	38,044
Sylvania Flashbulbs	55,395
Sylvania Phonograph	2,768
Sylvania Television	12,870
Sylvania Tubes	720
Sylvania Products	25,386

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TAMPA ELECTRIC CO.	39,798
TAMPAX	
Tampax	613,335
TAPPAN CO.	
Ranges	62,873
TASTY BAKING CO.	57,548
Tastykake	37,968
Tastykake & Tasty-Pie	8,916
Tasty-Pie	10,664
TAYLOR WINE CO.	35,011
TECHNIQUE INC.	
Color Tone	26,207
TENNESSEE DIVISION OF INFORMATION (NASHVILLE)	27,485
TENNESSEE GAS TRANSMISSION CO.	26,828
TENNESSEE INDUSTRIAL AGRICULTURAL DEVELOPMENT COMMISSION	30,864
TERMINAL LIQUORS	52,521
Cyrus Noble Brandy	3,784
Cyrus Noble Whisky	44,372
Royal Gate Vodka	4,365
TETLEY TEA CO.	
Tea	130,316
TEXAS CO.	656,463
Gasoline & Oils	420,750
PT Anti-Freeze	218,335
Institutional	17,378
TEXAS EASTERN TRANSMISSION CORP.	60,227
TEXAS ELECTRIC SERVICE CO.	74,848
TEXTURED YARN CO.	
Tycora Yarns	50,491
THAYER LABS.	
Femicin	29,984
THOMAS INC., S. B.	144,981
Baking Products	74,013
Bread	67,712
English Muffins	3,256
THORESEN DIRECT SALES	
Thoresen, Inc.	328,552
THOROUGHBRED RACING ASSNS. OF THE U. S.	28,420
THRIVO CO.	30,236
Cap'n Dog Food	3,108
Thrivo Dog Food	27,128
TIDEWATER ASSOCIATED OIL CO.	976,501
Gasoline & Oils	944,137
Heating Oil	7,067
Institutional	25,297
TIDY HOUSE PRODUCTS CO.	407,889
Dexol Bleach	139,965
Fast	22,939
Gloss Tex Starch	79,707
Perfex	92,594
Shina Dish	31,451
Sweet-10	39,448
Tidy House	1,785
TILLAMOOK COUNTY CREAMERY ASSN.	
Cheese	88,753
TIME INC.	1,584,721
Fortune	36,543
Life	1,064,985
Sports Illustrated	57,650
Time	425,543
TIMES-MIRROR CO.	
L. A. Mirror News	78,943
TIMKEN ROLLER BEARING CO.	
Bearings	99,626
TITLE INSURANCE & TRUST CO.	38,028
TOBIN PACKING CO.	260,914
Arpeako Meats	37,560
First Prize Foods	16,728
Tobin Meat Products	206,626
TOLEDO EDISON CO.	72,382
TONSILINE CO.	
Tonsiline	35,609
TOP VALUE ENTERPRISES	
Stamps	1,196,120
TORO MFG. CORP.	
Mowers	94,096
TOYOTA MOTOR CO.	
Toyopet Car	35,924
TRANE CO.	
Heating Equipment	75,058
TRANSAMERICA CORP.	
Bumble Bee Tuna	57,931
TRANS-ATLANTIC PASSENGER CONFERENCE	171,267
TRANS-CARIBBEAN AIRWAYS	30,427
TRANS CONTINENTAL AIRLINES AGENCY CORP.	179,689
TRANSCONTINENTAL BUS SYSTEM	
Continental Trailways	35,595
TRANSOCEAN AIR LINES	37,885
TRANS-TEXAS AIRWAYS	39,323
TRANS WORLD AIRLINES	2,604,497
TRAPPEY'S SONS, B. F.	36,697
Mexi-Pep	9,248
Trappey's Peppers	9,417

EXTRA

Westover Air Base

13,000 personnel
$22,000,000 annual payroll when you buy
SPRINGFIELD METROPOLITAN MARKET

2nd in Massachusetts
3rd in New England

Complete Coverage By
Springfield (Mass.) Newspapers
SPRINGFIELD UNION A.M.
SPRINGFIELD DAILY NEWS P.M.
SPRINGFIELD SUNDAY REPUBLICAN

ARE YOU WEAK IN STRONGSTOWN, (PA.)?

If you can't get your sales off the ground in Strongstown, or in any of the towns in the Johnstown, Pa., market, you'd do well to include The Tribune-Democrat in your advertising budget. The Tribune-Democrat will put real muscle into your selling efforts.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA

Trappey's Products	5,365
Trappey's Vegetables	12,667
TRAVELTYME CRUISE LINES	25,707
TREE SWEET PRODUCTS CO.	
Juices	31,383
TREO CO.	
Girdles	29,899
TRIANGLE PUBLICATIONS	446,154
Gravure Division	1,778
Philadelphia Inquirer	70,865
Seventeen	44,592
TV Guide	328,919
TRIPLE S BLUE STAMPS	127,717
TROPICAL FOODS OF SAN FRANCISCO	165,777
Boscul Coffee	54,039
Boscul Coffee & Instant Coffee	42,780
Boscul Instant Coffee	68,958
TRU-ADE CO.	
Beverages	32,632
20TH CENTURY FOX FILM CORP.	
Pictures	133,753
TWENTY-ONE BRANDS	102,955
Ballantine's Gin	10,711
Ballantine's Gin & Scotch	7,143
Ballantine's Scotch Whisky	68,182
Birchbrook Whisky	512
Tribuno Vermouth	14,548
"21" Brands Club Special	1,859

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UDDO & TAORMINA CO.	37,685
Progresso Espresso Instant Coffee	19,669
Progresso Tomato Paste	18,016
UNCLE SAM BREAKFAST FOOD CO.	
Breakfast Foods	53,917
UNDERWOOD CORP.	62,08.
Add-Mate	10,610
Typewriter	44,930
Products	6,540
UNION CARBIDE CORP.	897,636
Bakelite Vinyl Latex	6,170
Eveready Flashlight Batteries	380,952
Linde Co.-Institutional	3,455
Prestone	446,683
6-12 Repellent	36,124
Institutional	24,252
UNION ELECTRIC CO.	281,259
UNION OIL CO. OF CALIFORNIA	767,141
UNION PACIFIC RAILROAD	652,926
UNITED AIR LINES	1,972,711
UNITED AIRCRAFT CORP.	63,063
Chance Vought Aircraft Inc.	28,717
Pratt & Whitney Aircraft Corp.	10,828
Sikorsky Aircraft	2,175
United Aircraft Corp.	21,343
UNITED BISCUIT CO. OF AMERICA	146,308
Bowman Biscuits	1,072
Hekman's Crackers	24,132
Keebler Crackers	52,376
Merchant's Crackers	1,531
Sawyer's Crackers	11,466
Supreme Crackers	55,731
UNITED FRUIT CO.	116,382
Bananas	101,307
Steamship Transportation	15,075
UNITED GAS CO.	106,419
UNITED GAS IMPROVEMENT CO.	66,118
Reading Gas Division	7,468
United Gas Improvement Co.	58,650
UNITED JEWISH APPEAL	39,464
UNITED MEDICAL SERVICE (NEW YORK)	46,603
UNITED STATES BREWERS FOUNDATION	40,168
U. S. FOOD PRODUCTS	28,178
Krakus & Atlanta Hams	3,911
Krakus Ham	24,267
UNITED STATES LINES CO.	
Steamship Transport	134,216
UNITED STATES NEWS & WORLD REPORT	590,721
UNITED STATES RUBBER CO.	796,748
Fisk Tires	30,460
U. S. Golf Balls	12,217
U. S. Keds	1,923
U. S. Tires	752,148
UNITED STATES SHOE CORP.	
Red Cross Shoes	74,316
UNITED STATES STEEL CORP.	461,429
Cyclone Fence	11,654
Steel Homes	1,770
Institutional	448,005
U. S. STEEL EQUIPMENT CO.	41,672
UNITED STATES TIME CORP.	
Timex Watches	41,779
UNITED STATES TOBACCO CO.	
Sano Cigarets	80,280
UNITED STEEL WORKERS OF AMERICA	151,438
UNITED TOURS	42,177
UNIVERSAL AIRLINES	33,513
UNIVERSITY OF CHICAGO PRESS	30,393
UTAH-IDAHO SUGAR CO.	
U & I Sugar	29,687
UTAH POWER & LIGHT CO.	34,957
UTICA MUTUAL INSURANCE CO.	117,046

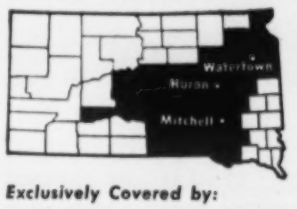
V

V-M CORP.	
Phonographs	105,014
VALLEY BELL DAIRY CO.	25,355
Buttermilk	1,202
Cottage Cheese	2,802
Dairy Products	3,336
Egg Nog	1,021
Ice Cream	5,006
Milk	11,988
VAN CAMP SEAFOOD CO.	427,785
Chicken of The Sea Tuna	370,588
White Star Tuna	55,419
Willapoint Oysters	1,778
VAN MUNCHING & CO.	
Heineken's Beer	28,337
VANGUARD PRESS	25,910
VANITY FAIR PAPER MILLS	27,044
Blue Ribbon Napkins	8,819
Blue Ribbon Waxed Paper	1,662
Vanity Fair Tissues	16,563
VANTAGE PRESS	40,643
VAUGHAN'S SEED CO.	38,324
VENUS PEN & PENCIL CORP.	
Pencils & Pens	62,837
VESS BOTTLING CO.	
3-V	26,480
VICK CHEMICAL CO.	610,658
Prince Matchabelli Preparations	30,452
Seaforth Preparations	10,065
Sofskin Preparations	40,042
Tempo	13,429
Vicks Cold Tablets	204,798
Vicks Cough Drops	4,366
Vicks Cough Syrup	162,517
Vicks Inhaler	1,988
Vicks Medi-Mist	48,599
Vicks Throat Disks	5,808
Vicks Vaporub	40,144
Vicks Va-Tro-Nol	48,450
VIKING PRESS	123,182
VILLENCY, MAURICE	28,891
VIRGINIA DEPARTMENT OF CONSERVATION & DEVELOPMENT	66,984
VIRGINIA ELECTRIC & POWER CO.	122,257
VITA FOOD PRODUCTS	
Fish Products	89,141
VITASAFE CORP.	981,867
Kapsolvs	48,600
Vitamins	933,267
VOGARELL PRODS. CO.	69,911
Hemex	6,201
Inray	4,519
Lanacane	59,191
VOLKSWAGEN OF AMERICA	236,106
Volkswagen Cars	164,218
Volkswagen Truck	71,888
VOLVO DISTRIBUTING CO.	
Volvo Cars	157,446

W

WABASH RAILROAD	112,340
WAGNER BREWERIES, AUGUST	32,634
Augustiner Beer	17,442
Gambrinus Beer	15,192
WAITT & BOND	
Blackstone Cigars	56,984
WAKEFIELD DEEP SEA TRAWLERS	
Frozen Fish Products	35,138
WALKER-GOODERHAM & WORTS, HIRAM	3,172,957
Barclay's & Barclay's Gold Label Whiskies	1,320
Barclay's Brandy	3,552
Barclay's & Corby's Reserve	6,996
Barclay's Gin & Gold Label	923
Barclay's Gold Label Whisky	45,518
Barclay's Products	2,137
Booth's High & Dry Gin	29,291
Booth's House of Lords Gin	4,599
Canadian Club Whisky	931,197
Corby's Reserve Whisky	290,800
Corby's Special Selected Whisky	4,495
Corby's Whiskies	13,954
G & W & Five Star	10,343
G & W Five Star Whisky	5,102
G & W Private Stock Straight Bourbon Whisky	1,190
G & W Products	3,401
G & W & Seven Star Whisky	6,281
G & W Seven Star Whisky	11,250
G & W & William Penn	1,904
Grand Macnish Scotch Whisky	30,467
Hiram Walker's Cordials	1,643
Hiram Walker's Gin	50,855
Hiram Walker's Little Brown Jug	14,191
Hiram Walker's Private Cellar	6,285
Hiram Walker's Products	48,779
Hiram Walker's Vodka	68,622
Hiram Walker's Whiskies	3,483
Imperial Whisky	824,110
Mountain Ridge Whisky	3,684
Old Smuggler Scotch Whisky	20,739
Royal Canadian Whisky	4,666
Sandeman Wines	2,280
Senator Corby Whisky	1,408
Sherbrook Whisky	4,871
Ten High Whisky	203,810
Twin Seal Whisky	11,487
Walker's De Luxe Whisky	491,996
William Penn Whisky	5,328
WALL STREET JOURNAL	465,400
WAMPOLE & CO., HENRY K.	
Creo-Terpin	32,779
WANZER & SONS, SIDNEY	76,905
Cottage Cheese	1,302
Egg Nog Mix	11,073
Milk	59,322
Products	5,208
WARD BAKING CO.	58,784
Tip Top Bread	47,970
Tip Top Donuts	5,933
Tip Top Potato Chips	3,499
Ward's Baking Products	1,382
WARNER-LAMBERT PHARMACEUTICAL CO.	1,635,213
Antizyme Tooth Paste	38,802
Bromo-Seltzer	11,579
Du Barry Preparations	9,393
Jewelite Brush & Comb	10,065
Listerine	413,430
Listerine Tooth Paste	35,721

36% of SOUTH DAKOTA'S SPENDABLE INCOME



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THE DENVER POST
GROWTH TRANSFORMS
one of America's Great Newspapers with the power to move mountains of merchandise

Editor and Publisher: Palmer Hoyt • Represented nationally by Moloney, Regan & Schmitt, Inc.

Orali	8,596
Perma-Grip	37,430
Pro Tooth Brush	130,659
Quick Home Permanent	89,335
Richard Hudnut Preparations	472,416
Stim-U-Rub	12,044
Super Anahist	88,291
Super Anahist Nasal Spray	186,649
Super Anahist Throat Lozenges	90,803
WASHINGTON STATE APPLE ADVERTISING COMMISSION	109,858
WASHINGTON STATE DAIRY PRODUCTS COMMISSION	31,937
WASHINGTON STATE DEPT. OF COMMERCE & ECONOMIC DEVELOPMENT	60,729
WASHINGTON STATE FRUIT COMMISSION	34,082
California Bartlett Pears	30,336
Washington State Fruit	3,746
WASHINGTON WATER POWER CO.	38,294
WATER MASTER CO.	65,640
Toilaflex	19,866
Water Master Toilet Tank Ball	45,774
WATERFILL & FRAZIER DISTILLERY CO.	
Whisky	49,889
WATERMAN PEN CO.	
Pencils & Pens	32,415
WAUWATOSA FUEL & SUPPLY CO.	
Quick Flash Heating Oils	29,510
WEBB COFFEE CO., THOMAS J.	87,865
WEBCOR	141,453
Fonograf	19,154
Fonograf & Tape Recorder	100,881
Tape Recorder	21,418
WEEKLY PUBLICATIONS	
Newsweek	347,745
WELLER ELECTRIC CORP.	
Power Tools	50,415
WELSH CO.	
Baby Carriages & Accessories	54,078
WEST COAST AIRLINES	37,461
WEST PENN ELECTRIC CO.	52,328
WEST POINT MFG. CO.	57,298
Martex Towels	21,921
Wellington Sears Co.	35,377
WESTERN AIR LINES	574,174
WESTERN PACIFIC RAILROAD	53,274
WESTERN TOOL & STAMPING CO.	45,089
Blair Mowers	9,023
Homko Mowers	36,066
WESTINGHOUSE ELECTRIC CORP.	3,061,347
Air Conditioner	35,824
Appliances	177,865
Blanket	816
Cleaner	2,885
Dehumidifier	4,704
Dishwasher	31,152
Dryer	77,413
Dryer & Washer	134,158
Fan	12,037
Fry Pan	4,418
Laundromat	220,334
LP Album	61,574
Phonograph	1,369
Radio	3,407
Radio & Television	3,730
Ranges	146,656
Refrigerator	474,874
Television	266,766
Water Heater	13,121
Westinghouse Broadcasting Co., Inc.	22,500
Products	1,142,462
Institutional	223,282
WEYERHAEUSER TIMBER CO.	26,374
WHEATENA CORP.	
Wheatena	37,614
WHIRLPOOL CORP.	863,494
RCA Whirlpool Air Conditioner	11,105
RCA Whirlpool Cleaner	64,639
RCA Whirlpool Dishwasher	2,260
RCA Whirlpool Dryer	122,816
RCA Whirlpool Dryer & Washer	57,661
RCA Whirlpool Freezer	8,314
RCA Whirlpool Kitchen Cabinet Sink	14,137
RCA Whirlpool Products	154,053
RCA Whirlpool Ranges	22,642
RCA Whirlpool Refrigerators	85,961
RCA Whirlpool Washers	319,906
WHITE HOUSE CO.	
Records	28,296
WHITE KING SOAP CO.	110,965
Soap	83,274
Products	27,691
WHITE ROCK CORP.	
Beverages	140,810
WHITMAN & SON	
Chocolates	66,737
WICHITA GAS SERVICE CO.	39,547
WIEDEMANN BREWING CO.	
Beer	387,036
WILBUR-ELLIS CO.	
Southern Star Products	40,687
WILCO FASHIONS	78,763
WILDROOT CO.	
Preparations	92,688
WILE SONS & CO., JULIUS	33,468
Canasta Cream Sherry	5,535
Escoffier Sauce	4,305
Peter Dawson Scotch Whisky	15,602
Romanoff Vodka	8,026
WILKINS-ROGERS MILLING CO.	28,014
Washington Flour	26,670
Washington Muffin Mixes	1,344
WILLIAMSBURG, VA., CHAMBER OF COMMERCE	72,015
WILSHIRE OIL CO.	25,220
WILSON & CO.	231,305
B-V	60,058
Bif	5,029
Ideal Dog Food	16,203
Wilson Meat Products	32,340
Wilson Sports Equipment	117,675
WILSON LINE	41,007
WILSON WILLIAMS CO.	
RX-120	97,925
WINDSOR FROCKS, KAY	38,710
WINE ADVISORY BOARD	279,230
WISCONSIN CONSERVATION DEPT.	58,469
WISCONSIN ELECTRIC POWER CO.	273,756
WISCONSIN TELEPHONE CO.	79,739
WISE POTATO CHIP CO.	136,074
WOLVERINE SHOE & TANNING CORP.	
Shoes	121,465
WOMAN'S DAY	32,712
WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY	86,277
WORCESTER BAKING CO.	46,923
Town Talk Bread	46,595
Town Talk Baking Products	328
WORCESTER GAS LIGHT CO.	42,516
WORLD PUBLISHING CO.	93,752
WORLD TRAVEL SERVICE	37,439
WORTHINGTON CORP.	82,516
Mueller Climatrol	52,969
Worthington Air Conditioner	28,513
Worthington Compressors & Engines	1,034
WRIGLEY CO., WM. JR.	
Gum	1,982,706
WYLER & CO.	122,327
Beverage Mixes	40,813
Bouillon Cubes	29,252
Garlic Powder	5,237
Instant Onions	1,049
Lemonade	1,157
Parsley Flakes	5,540
Soup Greens	3,121
Soups	36,158

Y

YANKEE SHOEMAKERS	25,246
YARDLEY OF LONDON	1,300,419
Deodorant	142,969
Soap	197,635
Toilet Preparations	695,934
Products	263,881
YOUNG, INC., W. F.	494,676
Absorbine Inhaler	1,482
Absorbine Jr.	493,194

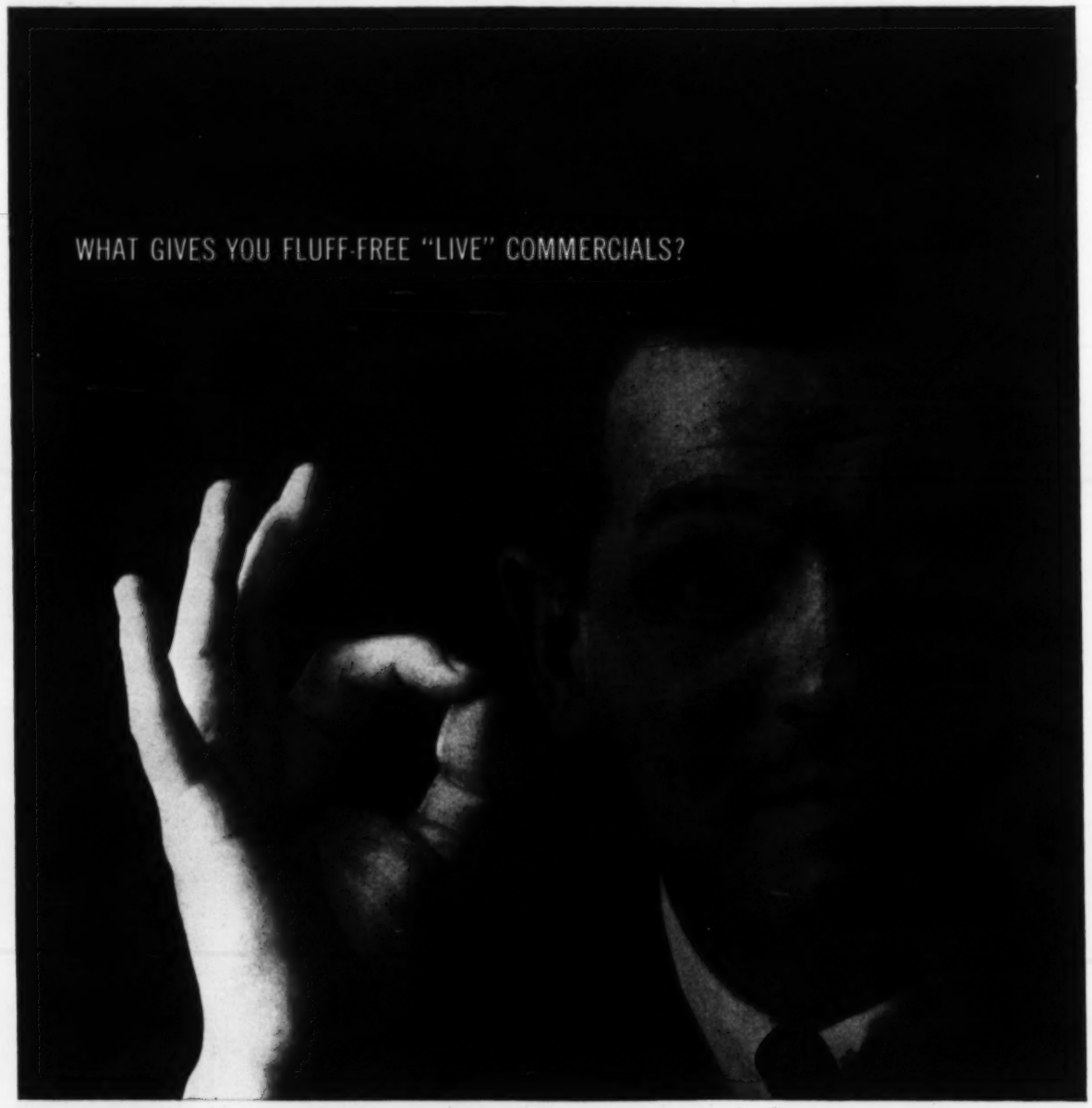
Z

ZEIGLER PACKING CO.	
Meat Products	68,762
ZENITH RADIO CORP.	1,366,572
Hearing Aid	390,232
Phonograph	551,284
Phonograph & Radio	10,968
Phonograph & Television	669
Radio	126,044
Radio & Television	27,397
Television	168,963
Institutional	46,237
Products	44,778
ZIPPO MFG. CO.	
Lighters	64,523
ZOYSIA FARM NURSERIES	48,664

AD SCHEDULES OF COMPETITORS

- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980



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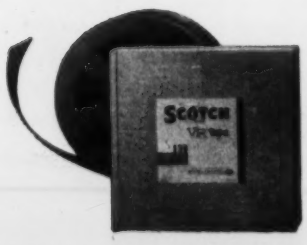
Your commercial is live as life. It's spontaneous. Fresh. Clear. Even its lighting is that of a live commercial.

But—

No goofs. Not a chance.

And you know why: "SCOTCH" BRAND Video Tape. To date, the only tape to accomplish the miracle of sight plus sound —*accurately*. A product of the same 3M Research that pioneered tape recorded delayed broadcasts 10 years ago. Erasable, re-usable and without the time delay of film processing.

You can rely on "SCOTCH" BRAND Video Tape for fluff-free "live" commercials.



MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

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Curtiss Candy Names Charles Lipps Exec VP

Charles V. Lipps has been named exec vp of Curtiss Candy Co., Chicago, a new post.

Charles V. Lipps

Mr. Lipps, who will join Curtiss early in May, leaves the post of vp in charge of food sales of Beech-Nut Life Savers, New York.

Prior to joining Beech-Nut, he was vp of marketing of Simoniz Co. and before that was with Carnation Co. 14 years.

Japanese King Crabmeat Will Start in Four-Color Ads

Japanese King crabmeat will be promoted in full-color magazine ads for the first time this summer. The Japanese King Crabmeat Canners Assn. plans to use *Everywoman's Family Circle, Good Housekeeping, Gourmet* and the *Ladies' Home Journal* in its new campaign. In addition, the association plans to use radio stations in New York and Chicago and live television programs in Philadelphia, San Francisco and Detroit. Gotham-Vladimir Advertising is the agency.

KPLR-TV Bows in St. Louis

KPLR-TV, Channel 11, St. Louis, began telecasting operations April 28 with the presentation of the first of 41 telecasts of road games of the St. Louis Cardinals. The station, an independent, is owned by 220 Television Inc., of which Harold Koplar is president. The exec vp and general manager of the station is James L. Caddigan, formerly exec vp and program director of the DuMont network. Peters, Griffin, Woodward represents the new station.

Wolcott Joins Ben-Mont

Jonathan A. Wolcott has joined Ben-Mont Papers, Bennington, Vt., as assistant advertising and sales promotion manager. He formerly was advertising and sales promotion manager of the Rust Craft-Volland division of United Printers & Publishers Inc., Dedham, Mass.

11 Chefs Whomp Up Ad Potpourri in 'Life'

(Continued from Page 3)

outdoor main dish specialties will be flown via Pan American, with their wives, to Henry J. Kaiser's Hawaiian Village, in Honolulu.

There the 25 winners selected by the Reuben H. Donnelley Corp. will compete in an outdoor cookoff on Waikiki Beach for a top prize of $10,000 cash and second, third, fourth and fifth prizes of "Jeep" station wagons.

The insert announcing the competition will be stapled in the center of 6,600,000 copies of *Life*, with the quilted aluminum foil cover being produced at the Kaiser plant in Belpre, O. Shipped in rolls to *Life*, the aluminum cover required three railroad cars for transportation.

■ Joint promotions, particularly among marketers of grocery products, have steadily increased in both quantity and quality during recent years. In the past, however, they have generally involved only three or four companies.

The idea for the 11-company cookout and cookoff originated in meetings between Messrs. William Reilly and Robert S. Hendrickson, of Y&R, and E. C. Robertson, ad manager of Kaiser's consumer foil division. The first steps in organizing the promotion were taken in May, 1958.

"At that time," Mr. Hendrickson told ADVERTISING AGE, "Kaiser foil's sales staff was busy presenting to the trade a promotion built around an outdoor cooking theme and featuring a Tiki Torch as a self-liquidating premium.

"This was planned to run as a display promotion only," Mr. Hendrickson explained, "without the support of consumer advertising. From the start it was obvious this promotion would produce results."

The "obvious" reasons he outlined included the growth of the foil industry and of the outdoor cooking industry. Sales of barbecue equipment, for example, amounted to $18,000,000 in 1954 and rose to more than $100,000,000 in 1958.

In 1952 only five charcoal plants produced 50,000 tons of briquets. By 1958, Mr. Hendrickson said, there were 24 plants, producing more than 200,000 tons of briquets.

■ Concurrently, aluminum foil production has trebled in volume since 1954, in large measure as a result of increased use of foil in outdoor cooking—to a point where 84% of all U.S. families use it, AA was told.

"The challenge to combine the growth of the foil industry with that of the outdoor cooking industry," Mr. Hendrickson declared, "was just too strong, so we set up a series of objectives for such a promotion."

These objectives Mr. Hendrickson listed as:

1. It had to be different from the more than 50 outdoor cooking promotions which were offered in 1958.
2. It had to be big—in fact, the biggest.
3. It had to offer consumers new, important benefits.
4. It had to offer the trade new, important benefits.

■ "To meet the first objective—being different," explained Bill Reilly, who supervised the entire campaign preparation, "it was decided to sponsor a Cookout Championship and to restrict it to men.

"Surveys show," Mr. Reilly said, "that more and more men are cooking outdoors with each passing year. This newly acquired culinary art, however, is still pretty much confined to watching chicken turn a golden brown or seasoning hamburgers with some rare herbs.

"The rest of the meal generally is the handiwork of the fair sex. But surveys also show that the three little words—'For Men Only'—work magic with this same fair sex. Thus we hoped that both the guys and the gals will be cooking away this summer, using Kaiser foil, and that some new sales records will be broken."

■ The Cookout Championship was deliberately made easy to enter, with no fancy entry blanks, no proof of purchase, no detailed recipes. Only an outline of the male cook's favorite main dish and the method recommended to prepare it.

"We wanted to make it exciting and profitable to enter," Mr. Reilly pointed out. "Therefore we decided to hold a Cookout Championship, where 25 champions would cook out one against the other.

"The site for this will be the beach in front of the Hawaiian Village Hotel, in Honolulu, and among the interested spectators will be the wives of the 25 champions."

Entries will be accepted from June 29 through Aug. 31. Then the winners will be flown to Honolulu on a chartered Pan American plane, along with five judges, five food editors and press people and five Y&R and Kaiser executives. The trip will require a full week.

The 50 Hawaiian trips will be the prizes the champions and their wives get for their winning entries, while the top champion amateur outdoor chef of the world will come home with a $10,000 cash first prize.

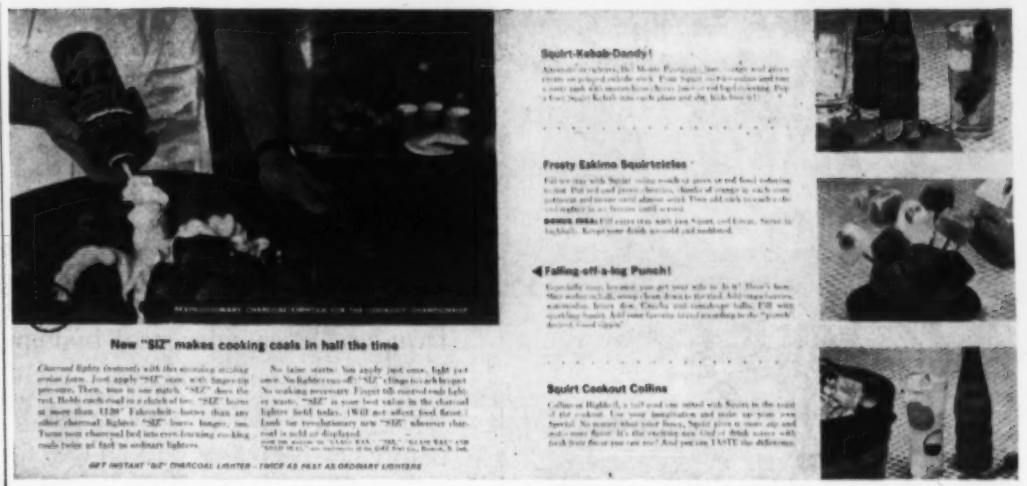
■ "The total value of all the prizes," Mr. Reilly said, "falls far short of some of the fabulous contest prizes offered today. This is because this promotion was not designed as a 'contest' but basically as a service promotion. Thus it is being presented as a championship, not as a contest."

It was felt that the head judge should be a "man's man," and so he will be Stan (the Man) Musial, who, in addition to being a baseball player of some note, also is owner of a St. Louis restaurant.

The other judges, all authorities in the food field, will be Gaynor Maddox, Dorothy Marsh, Demetria Taylor and one more still to be selected.

All entries will receive a certificate they can hang on the sides of their barbecue grills attesting to the fact that they participated in the championship.

■ Objective No. 2 of the campaign—that it be big—was met by offering the participants page after page of solid service material, new methods and new recipes, all contained in the *Life* insert.



MULTIPURPOSE—*Here are two pages from the 11-advertiser insert scheduled for the June 29 issue of Life. Siz is a new product of Gold Seal Co., Bismark, N. D.; the other half of the Siz spread gives directions for using the charcoal lighter. The other page of the spread for Squirt Co., Sherman Oaks, Cal., shows the beverage mixed up to make a melon punch.*

Such an insert, Messrs. Reilly and Hendrickson agreed, had to contain "gorgeous close-up shots of new outdoor dishes and ideas. It had to be loaded with dozens of new recipes and suggestions, illustrated."

"This sounded wonderful," Mr. Reilly said, "but it meant that ten partners were needed to make the idea fly, with the two other major partners sharing not only the advertising costs, but also point of sale and selling responsibilities, and with eight other partners sharing the space."

■ The Young & Rubicam team began its "search for partners" in August, 1958, and "struck gold" on the first call, to the Carnation Co., Los Angeles, the company which suggested use of the phrase "Bar-B-Tricks" as a device to help entrants in the competition.

Carnation also offered to spearhead the promotion at the trade level.

Greatly encouraged, Messrs. Reilly, Hendrickson and Robertson took off for the East to find other partners.

"Once we got there," Mr. Reilly said, "it soon became obvious that such promotions, no matter how different, don't fall into line overnight. Not including all of the many call-backs, we made 65 presentations to agencies and their clients."

The presentations "earned lots of compliments" but produced only one new participant, Best Foods. So the team moved to Chicago and approached 30 more likely prospects. The batting average went up, and three were garnered in Chicago—Campbell's pork and beans; Siz, a new charcoal fire starter now being introduced by the Gold Seal Wax Co.; and the S.O.S. division of General Foods.

After eight weeks of work, five additional partners were still needed, including a third major participant. These were found in the West, making seven out of the 11 active participants western companies.

■ "Back home," Mr. Reilly went on, "we gained the great prestige of Cal Pak's Del Monte brands, Hills Bros. regular and instant coffees and Adolph's meat tenderizer. The slogan 'Where there's Squirt there's fun' proved out for us when Hugh McKellar brought in his fine product."

The last partner to join the venture was Gebhardt's, with that Texas company's chili powder and hot dog sauce.

■ To achieve objective No. 3—offering the consumer new benefits, on every page and in nearly every recipe—"a tremendous amount of effort went into cross-plugging all 11 partners" with each company bringing in another's product whenever and wherever this was practical.

"This cross-plugging," Mr. Reilly asserted, "represents a good example of the teamwork that characterized the promotion from the start."

Each partner in the promotion plans to run some type of consumer advertising in support of the Cookout Championship. All media will be used in this supporting program, including network tv, radio spots, color pages in magazines and newspaper supplements, outdoor posters and ads in dailies.

■ In Kaiser's case, for example, there will be five commercials on "Maverick." In addition, continuing through November, publicity releases will be sent regularly to all consumer and trade publications and to broadcast media.

All sales presentations will be handled by Carnation, with Del Monte and Kaiser staff men assisting. Follow-up calls will be coordinated by Carnation's district managers.

All point of sale material will be ordered by Carnation executives, shipped at their instruction and put up in stores under their supervision. All of the other partners will participate in the selling and display activities.

Most of the point of sale materials are still in production. One major piece will be a spectacular exhibit with over-the-wire product posters and theme banners, case cards, shelf talkers, mats and leaflets, all in color and featuring the products of all 11 partners.

■ Responsibility for a schedule of trade ads has been given to Cal Pak. In addition, *Life's* merchandising staff also will promote the venture with a variety of means, including a cocktail party to be held at the time of the Super Market Institute convention in May.

Young & Rubicam's San Francisco staff supervised all of the artwork except that for Adolph's and Campbell's pork and beans. These two companies shot their own photos. All others were taken by San Francisco photographer Dorothy Williams.

Engraving was handled by the Walker Engraving Co., San Francisco, and Metropolitan Engraving Co., Los Angeles.

During the planning of the campaign, Messrs. Reilly and Hendrickson made more than 100 trips across the country from their San Francisco headquarters, accompanied in many instances by Mr. Robertson.

■ Several separate trips had to be made to Washington to gain approval of the Post Office for the *Life* insert. This was given readily, with the only restrictions imposed being that the pages could not be numbered, and that the insert had to be presented as an advertisement, not as a booklet.

Life printed a large brochure describing the promotion and gave 1,000 copies to each participant. Carnation, in turn, put together a second promotion brochure, furnishing an equal number of copies to each partner. #

How 11 Advertisers Shared Insert Cost

Participant	Product	Pages	% of Cost	Agency
Carnation Co.	Evaporated milk	3	14%	Erwin Wasey, Ruthrauff & Ryan, Los Angeles
California Packing Corp.	Del Monte catsup	3	14	McCann-Erickson, San Francisco
	Del Monte pineapple			
Kaiser Aluminum	Quilted foil	6	32	Young & Rubicam, San Francisco
Adolph's Ltd.	Meat tenderizer	2	5	McCann-Erickson, Los Angeles
Best Foods	Fanning's bread and butter pickles	2	5	Dancer-Fitzgerald-Sample, New York
Best Foods	Mustard with horseradish			Dancer-Fitzgerald-Sample, New York
Best Foods	Old Homestead French dressing			Dancer-Fitzgerald-Sample, New York
Campbell Soup Co.	Pork and beans	2	5	Needham, Louis & Brorby, Chicago
Gebhardt Chili Powder Co.	Chili powder	2	5	Glenn Advertising, Dallas
	Hot dog sauce			
Hills Bros. Coffee	Regular, instant coffees	2	5	N. W. Ayer & Son, San Francisco
Gold Seal Co.	Siz charcoal fire starter	2	5	Campbell-Mithun, Minneapolis
General Foods	S.O.S. soap pads	2	5	Foote, Cone & Belding, Chicago
Squirt Co.	Squirt, soft drink	2	5	Honig Cooper, Harrington & Miner, Los Angeles

New Rep Co. Formed

Bernard Howard, formerly president of Stars National, radio station representative, has formed a new radio-tv station representative company, Bernard Howard & Co., with headquarters at 20 E. 46th St., New York. The organization will maintain branch offices in Chicago, Los Angeles, San Francisco and Atlanta. C. H. Cottington has been named to fill the vacancy left by Mr. Howard at Stars National, which moved to new offices at 500 Fifth Ave., New York, May 1.

Wessel Joins Farm Publication

Ken Wessel has joined *Wisconsin Agriculturist*, Racine, as a sales representative. He formerly was with Le Strange Co., Chicago, publishers' representative.

Oil well above ground!

Staff of life for centuries in the Orient, the soybean came to this country in the twenties. Henry Ford forecast that it would give farmers a big industrial market.

The plant grows about thirty inches high. Its dull green foliage is rich in the vitamins B and G, edible by animals. From its lowest tier of leaves grow the beans that have a 20% *fat content*—leading oil crop of the U.S.—and 40% protein.

The soy has been finding its industrial markets in paints and varnishes, floor coverings, insulation, oil cloth, adhesives, paper coatings. Last year, 1,450,000 tons of the soybean oil went into margarine, shortening, salad and cooking oils, more than double the quantity used in 1948.

But the soybean's richness in oil and protein has led to its major utility as stock feed. Last year 7,962,000 tons of soybean meal were fed to farm animals – again double the 1948 figure.

Total production of harvested beans in 1958 was 574,413,000 bushels, valued at $1,134,281,000, and 57% of the crop was planted by SUCCESSFUL FARMING farmers!

SUCCESSFUL FARMING is the manual, guide, and continuous course in modern methods and techniques, better varieties and yields for large producers of corn, soybeans, other feed crops and livestock.

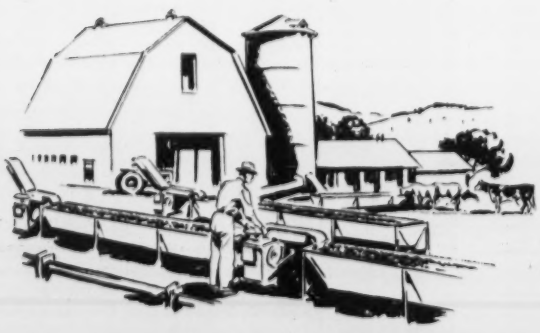
Subscribers' farms are large, average more than 300 acres, and are highly mechanized with expensive machinery for planting, tilling, harvesting, soil control and crop management. The average SF farm has eleven permanent buildings, and multiple tractors. The estimated annual average farm cash income of the SF farm family has been around $10,000 for more than a decade, reached a new high in '58.

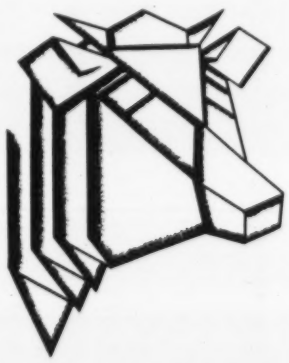
With high earnings, SF families have constantly been raising living standards, spending money for new homes and remodeling, buying furnishings and furniture, show piece kitchens, model bathrooms. They're heavy investors for everything contributing to better living—automobiles, appliances, travel, insurance, education, luxuries.

For fifty-seven years, SUCCESSFUL FARMING has helped its audience earn more money and spend it for comfort, leisure, and status – enjoys an influence based on service which opens doors and minds, sells quality merchandise. SF's influence is not shown on the rate card, but it's an added value that increases responsiveness and returns.

Today the nation's best farmers are in the midst of an economic boom not matched by other segments. For better business, sell where business is best! Any SF office will give you data and details.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.





Geometric cow!

The geometric cow is found not only in modern art —but on the modern farm! The average cow since 1930-1934 in each 5 succeeding 5-year periods upped production almost geometrically— 2.4% . . . 5.7% . . . 7.4% . . . 8.9% . . . and currently (1954-1959) by 11.2%! Galloping growth . . . is just one reason why Successful Farming farmers are today's best customers! Estimated annual average cash farm income of SF farm families exceeds $10,000—and no medium matches SF's influence and prestige in its market. Details any SF office!

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

Feature Section

Advertising Age

Near-Term Food Chain Trends

Production: Value of Off-Beat Papers

Three Rs for Agency Ethics

Neff Spots Solve All—the Uni-Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'It's Tough to Get 1% on Billings' . . .

Agencies Must Charge More, Specialize, Diversify, Tell Clients the Truth—and Relax—Says Dilworth

Donald D. Dilworth

For the agency which lives in terror of losing a certain vital account, or which at least worries about losing one of several key accounts, here are suggestions for making life more livable. They are valuable to the largest agency, but for the smaller agency they are especially important because the risks are so much greater. The suggestions were offered in a speech to the Advertising Club of Des Moines, Ia., by Don Dilworth, who after many years as vp at Klau-Van Pietersom-Dunlap, Milwaukee, moved over to the client side last spring as assistant advertising director of Deere & Co.

By Donald D. Dilworth
Assistant Advertising Director, Deere & Co., Moline, Ill.

One of the most alarming trends in the agency business today is the shrinking profit margin. I believe that many advertising agencies are in real trouble because of this.

What is chiefly responsible? Higher salaries, higher rent? Yes. Practically all costs have gone up. But one of the worst causes is the increasing number of free services which many clients expect. Overzealous competition among the agencies themselves is one of the chief reasons for this. Now what can an agency do to curb the giveaways?

■ My experience with profit and loss tells me the best thing to do is *start charging*. It's better to educate clients than to go broke.

Most agencies in the $1,000,000 to $10,000,000 class are having trouble making 1% on their billings.

I believe an agency should be paid in proportion to the services rendered. In some cases the 15% commission on magazine ads, radio, tv, newspaper and outdoor is probably too much. But more frequently it is *not* enough. Commissionable media often represent too small a part of the total advertising job. In such cases, I believe the agency should be paid an *additional* amount to bring gross income up to a guaranteed level—one that permits a decent profit.

■ That, of course, is a matter of negotiation.

Such services as ad copywriting, planning, media recommendations and contact have been free for a long time. The 15% covers them.

But what about the cost of research projects, field trips to get advertising material, market studies, country-wide tours to speak at sales meetings? I think the client should pay all—or most—of these. I mean travel expense *plus time*. The client should also pay for layouts and a definite predetermined fee for copy on collateral literature.

Too many agency people who lack confidence in their selling ability try to get business by giving the shop away.

■ Another thing wrong is the fantastic turnover in accounts. Big agencies are equipped to cope with this. Medium size agencies find the risks considerably greater. Worst off is the small agency whose economic life depends on a single key account. It lives in a constant state of terror.

Outstanding service is not enough, although it ought to be. No matter how cordial today's relationship; no matter how frequent the cocktails, the back slapping, the whispered assurances—the hanging sword is always there.

What can be done about it?

Some Agency Rules to Live by

Well, we might as well recognize that the agency business is a dog-eat-dog business. Some day I hope there will be some ethical restraints. But, as it is now, whatever accounts you can take away from someone else are yours, and whatever accounts your competitor takes away from you are his. Very simple. *And very brutal.* Here are some suggestions for you people who operate a small or medium agency:

1. *Diversify your accounts as rapidly as you can* so you will have many sources of income—*balanced* sources of income. Then no single account can tyrannize you.

2. *Specialize in at least one field* of advertising so you can staff up, attract, and hold a certain kind of business. This reduces the number of agencies that can threaten you.

3. *Do a truly professional job of serving your accounts.* This is still the most important single security measure.

4. *Tie the agency and client together at several levels* . . . your president to the client president, your account executive to their ad manager. Pair off other personalities. Lash the client's boat to your boat at every possible point.

5. *Grow with your clients.* Otherwise you have no right to wail if you lose a thriving account you have taken for granted for 20 years. Keep a jump ahead of your clients in growth. This means plowing back some of your profits for better talent.

■ Despite all your efforts you will still lose business. For example, I lost one of my favorite accounts through a gigantic, nationwide merger. So make sure you have a competent new-business man. A good offense is still the best defense.

Probably no selling and service organization is as vulnerable as an advertising agency. Compared with the client organization which is usually in complete command, the agency is weak, defenseless and subordinate to the will of the advertiser. As a result, the agency man must learn to live with his frustrations.

No matter how right he is, he cannot force anything on the client. He can only sell and persuade. He must swallow a great deal. Take your own experience. For example: You work days and nights and weekends, go without sleep to make an impossible client deadline and then, when the campaign is delivered, you find the client has gone fishing and won't be back to see your material for three days—maybe a week. Or you get a sensational idea, dress up a dozen exhibits in pastels and cellophane, and lay your treasure at the client's feet . . . and it just lies there. Somewhere in the background you imagine you hear soft music.

Don't Pussy-Foot with Clients

That's all part of this crazy and wonderful business. And to be honest about it, if a man can't stand to see his ideas slaughtered, he shouldn't be in this business.

The solution? I think pre-established client attitude has a lot to do with the success of selling campaigns. And to have the right client attitude, the agency must maintain the initiative. It must always be the tactful aggressor.

That brings up another question—just how should you deal with clients? I know agency people who are a ball of fuzz when talking with a client. They never commit themselves until they know which way the client is going to jump. For me, that's impossible. I have convictions. I have to commit myself. When there's no bridge back, the only solution is to sell your way through. Then, at the end, make your compromises.

My philosophy is don't pussy-foot with the client. Talk straight. Level with him. This is the day of the advertising craftsman—and we *are* craftsmen.

■ The day of the slick talker with the walnut shell tricks and medicine wagon techniques is gone! Thank goodness. I know of no other way to operate except to look the client in the eye and give it to him straight. It doesn't hurt once in a while to bruise him a little with facts he ought to know.

Let me illustrate. One day a new marketing boss with one of our top accounts nailed me with this. Said he, "I've had a lousy profit picture, and I question whether our advertising approach has been right." I replied, "Sir, during the past three years about the *only* thing right in your company has been the advertising." Of course, I had to prove it—and this great man welcomed it. Now, I could have run for cover, but I didn't. Neither would you. Result? Greater success than ever with the account. This only proves that the really good advertisers don't want doormats—they want people who *dare* and *do*.

Rules for Avoiding Ulcers

The agency business is tough on the human machine, but I think the physical penalties have been overdramatized. I believe a man can roll with the punches of the agency business if he heeds his doctor occasionally and observes a few simple rules. Here are some rules which I have tried to follow:

1. *Conserve strength.* When I was supervising ten major accounts, I tried to budget my physical resources just as carefully as I budgeted my clients' money. In both cases there was a limit. I knew what it was. I deliberately planned some easy spots in my schedule.

2. *Relax at every opportunity.* I have made it a practice to do this even when limited to 10 minutes in a reception room. I tried to shift out of gear . . . sag—like a bag of sand. I found that with just a few moments rest I could hit harder in the tense, decisive, critical moments.

3. *Maintain this philosophy:* Things are *never* as bad as they seem—and never quite as *good* either! Somewhere in between is reality.

4. *When I got fed up—I took a walk.* I said "to hell with it." It usually took only a short time before things simmered down from panic to hysteria and from hysteria to turmoil. I was able to cope with that.

Three Fictions about Advertising

Advertising agencies have done a poor

job of publicizing their profession. I have often wondered why. They have the talent. Maybe it's because they concentrate so fiercely on their client's problems that they overlook or ignore their own.

The result is a series of fictions—most of which are unfavorable.

Fiction No. 1—That advertising is an economic waste. Thanks to the efforts of the Four A's, the AFA, the media groups, other organizations, and such activities as Advertising Week, we are gaining ground in this area. But we need to do more. If we don't we will be hounded and threatened with unfavorable legislation, paralyzing advertising taxes, and other millstones designed to restrict, penalize or rob the advertising funds of manufacturers.

Fiction No. 2—That advertising agencies are rolling in dough—fabulously rich. This is *not* true of the agencies in which I have worked. [As I have said,] many agencies . . . are lucky to make 1% profit on billings. There are many clients who don't really appreciate the agency's narrow margin. They may unknowingly bleed the agency when the account is already in the red.

The answer is—*tell them the facts of life*. The best advertising clients are concerned about the success of their agencies. They know that no relationship is satisfactory unless both parties find it profitable. Furthermore, no client respects an agency that doesn't look after its own welfare. Incidentally, free spending by an agency leaves a very bad impression.

Fiction No. 3—That agency people are a bunch of brilliant dissolutes with martini-stained eyeballs who hardly ever sleep in their own beds—and *never* alone. Don't laugh. Hollywood and the book publishers have handled our public relations for us, and they have done a very thorough job.

I'm no prude, but I think this is bad for advertising. I think this is a poor product image for the guy in the gray flannel suit.

Not long ago, I visited one of the midwestern colleges to interview men. Two of the outstanding journalists refused to consider advertising as a career. Why? They felt it was disreputable.

■ The world does not know—and the world probably will not believe—how hard working, self-sacrificing and well behaved most agency people really are. You and I know this is true. It is also true that agency people are above average in intelligence, adaptability, and ambition. That is why companies regard advertising agencies as an excellent source of talent when seeking new executive material.

We do not deserve the reputation Hollywood has created for us unless we continue to do nothing about it.

What the Client Can Do

Let's forget about the agency viewpoint for a moment. What about the client? Well, here are some practical, tested suggestions for you—suggestions that will help get better performance from your advertising agency.

1. *Take your agency into your complete confidence*. If you don't, there's something *wrong* with your agency—or with you. And you ought to do something about it. Make the agency part of your inner circle. Let them get the whole picture. If you have a skeleton in the closet, rattle it, so your agency will know you take them seriously.

2. *Listen to your agency intently*, and don't handcuff or inhibit them. Agencies sometimes discover things about your business that your *own* people don't know. Or things your own people are afraid to tell you. The horrible truth is that in some companies the president himself is the last person to find out—or fully comprehend—some of the things that are going on. Don't become insulated from the truth.

■ Let me give you just one example.

Years ago, I worked as copywriter on a Chicago account. This company made an agricultural product which it sold through its own dealers. With a few superficial changes, it sold the same product to a huge retail chain. My agency sent me into the field to get some retail market facts for this account and a number of others.

I visited their dealers in Iowa, Illinois and southern Minnesota. I learned to my horror that *every single independent dealer* was preparing to throw this product out because the chain stores, often across the street, were selling almost the identical item for many dollars less.

I presented a report on this to the president of the company to urge, among other things, a different product for his dealers. Know what happened? He became furious. He said, "Young man, don't ever bring such a report to us again. It upsets our salesmen. They don't like to hear such stories."

I was lucky. In the days of ancient Rome, the emperor cut off the head of any messenger who brought bad tidings.

You can guess what happened. In six months, the bottom dropped out of the dealer organization. The president went on a vacation and was fired before he returned. The company has never recovered. It is a pitiful remnant of what it was—and could have been.

So *listen* to your agency. Remember this: Agency people see the *real insides of more corporations than you do*. You get the Sunday tour. Your agency often has wider knowledge and perspective than you. And the best part of it is, this priceless information and advice are *free*.

3. *Request a complete marketing plan*—one that relates advertising to every other phase and force in your business. Don't isolate advertising and treat it as a separate item. One client vp once told me, "Young man, *you* take care of the advertising . . . *we'll* take care of the sales." How foolish. How far can a man hop on one leg? No plan is a plan at all unless it represents an integrated marketing concept.

4. *Work with your agency to develop a yearly theme or campaign idea and format*. Don't work from month to month. You'll lose continuity. And the agency will lose its mind. Bite off big hunks of time and space—a whole season at a time.

5. If you have a capable agency, *don't butcher the copy they prepare for you*. Correct it for errors of fact—of course. But don't change the *way* it's written unless there is an overwhelmingly important reason for doing so. If it's just a matter of choice on wording, leave it alone. Or ask the agency to rephrase it. Copywriters are gifted specialists who work at their craft eight hours a day. And one thing more.

If your company requires 10 different okays on copy, make one man the umpire to boil down their comments. Don't let each man edit the copy. Each will feel it his duty to tear it apart. The only things they will leave are statements that "won't hurt anything." And you will have a gutless ad that won't do anything!

Always Define the Objective

I'd like to make another suggestion to advertising clients. Whenever you give your agency an assignment, whether it's a campaign or just one 24-page booklet, be sure to define its *specific purpose*. Ninety per cent of the disagreements which may arise can be eliminated if everyone clearly understands exactly what the campaign and each of its components is supposed to *do*.

If you can't define it—you're not ready to do any advertising.

Some people still think you can give an agency a nebulous assignment to accomplish a vague objective in a completely fuzzy manner and that the agency will come back with a precise program, in specific detail that will cut through the client's private fog and hit the target dead center.

■ That's hard to do. There is no substitute for real thinking and definite understandings on the part of the client organization. If you and your agency both know exactly what you need, you'll get the right kind of advertising. If you keep your agency guessing because you don't know the score yourself, you will *never* get an acceptable campaign—one that your own divided people will agree on.

This, in my opinion, is one of the greatest wastes in advertising today. Make sure that you and your agency agree completely at the very beginning on what you are trying to do.

You who are in the advertising agency business today have a right to be proud of the service you are performing. You are bringing more business to your clients, year after year, and a better standard of living to the public. I'm sure you are aware of this.

But do you fully appreciate the importance of the advertising agencies in the future—especially the small and medium size agencies?

■ In this country today there is a tremendous tide moving in the direction of bigness in business. The big corporations are getting bigger. Many companies are merging to get bigger. Undoubtedly bigness can bring certain economic benefits. I'm not going to debate the causes or the wisdom of this trend.

But of this I'm sure. The future strength of this economy also depends upon having thousands upon thousands of small businesses, new-born businesses, infant businesses, adolescent businesses. In short, we must have constant, vigorous new growth. This vigor, at the very bottom of our industrial structure, has been one of the reasons for our greatness.

All right, who is going to help these small companies learn what they must learn, and do what they must do to grow? Bankers . . . in finance, yes. Lawyers . . . on legal phases, yes. Engineers . . . on plant operation, yes. Salesmen . . . on distribution, yes. But each of these operates in a narrow area.

The key help that will lead these companies to greatness will come from advertising agencies.

Agencies—Baby Sitters for Small Business

Advertising agency people are about the only outsiders who have a grasp of the entire marketing picture. Certainly they are the only interested outsiders with this broad viewpoint plus a record of experience in creating markets for other companies. For this reason, small companies are constantly calling on them for advice on product development, on market planning, on building a sales organization, on sales promotion, publicity and public relations, on media, and of course, on creative advertising. In many cases the service is even more basic than this.

The truth is, advertising agencies are often the baby sitters for small business. I

The Creative Man's Corner . . .

Institutional Sell

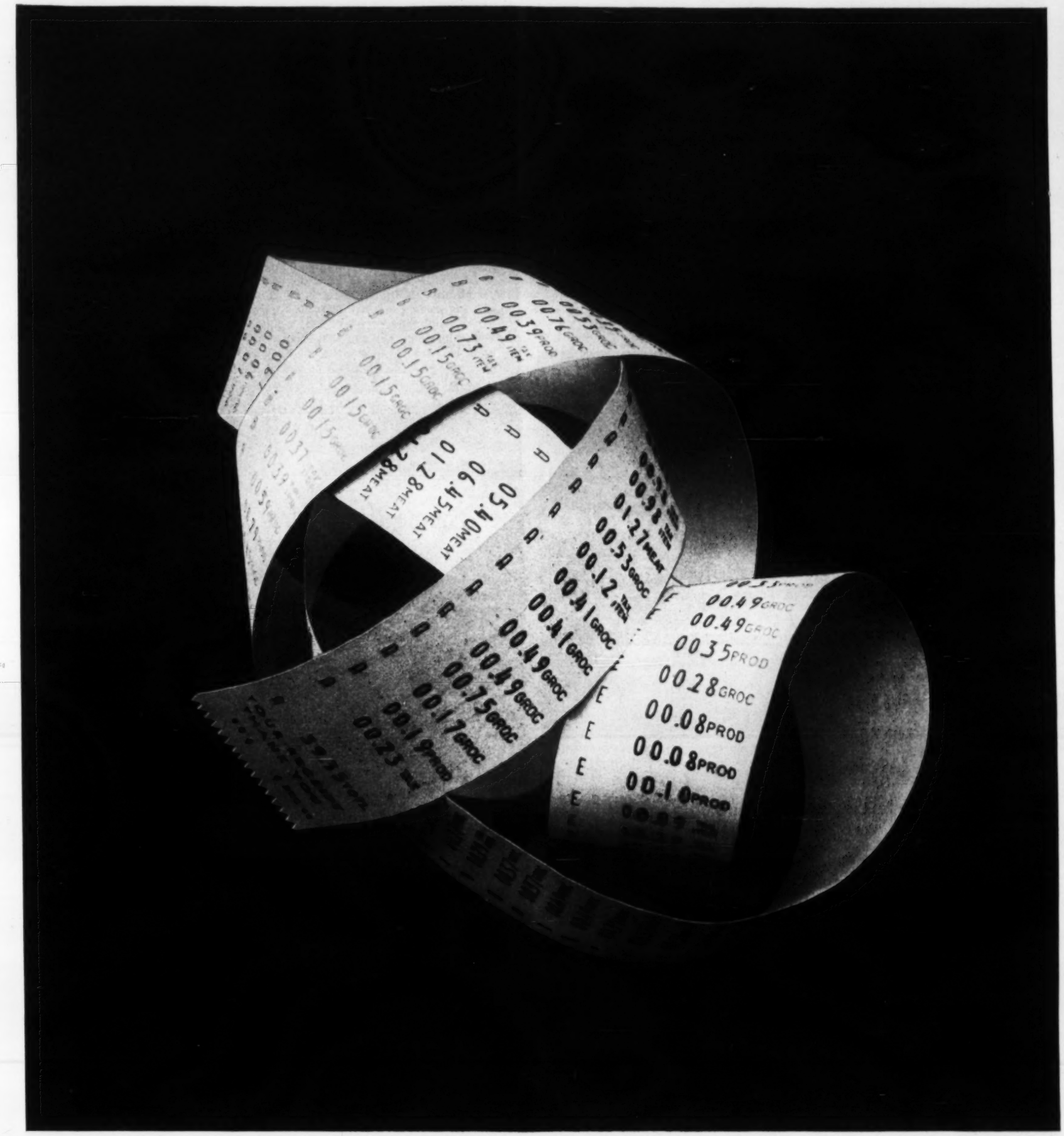
"The Danes are the most exhilarating people in Europe"—Arthur Rough

DENMARK

This ad—which states it is "published in the interests of international friendship by Standard Oil Co. (New Jersey)"—bears the unmistakable stamp of one particular agency. This particular agency (*need* we name it?) seems to employ one format, one type face, one photographer. Yet most of the ads it turns out are singularly fresh and exhilarating experiences to come upon. Despite the physical similarity of one ad to all the others, the idea propounded, the manner of expression, are as different as one morning is from every other morning.

The openness of the message, the words—definitely not seen in other ads, the occasional curious fact, all add to the interest and the conviction imparted. The friendly honesty, too, contributes not just to the conviction imparted but to the very freshness of the communication. Extolling the Danes, the copy in this ad informs you that, as the Danes themselves say, Denmark is lovely in spring, summer and fall, but was never intended to be inhabited in winter. And it closes by having that old monopolistic institution, Standard Oil, say of the Danes, "We love their attitude towards everything. Including oil, the weather and us."

Call this institutional, if you will. It still sells Denmark and Standard Oil. We think a lot of product copy could stand just such freshness. And honesty.



The best kind of check for an advertisement's effectiveness is at the checkout counter. In this kind of advertising competition only the best is good enough to get a product off the shelf and into a customer's cart. **Young and Rubicam,** Inc.

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

contend that is a real service—and one that is not sufficiently appreciated.

You and I know that an advertising agency is the biggest bargain in business. Who else will do so much of a manufacturer's marketing job for free? Of course, agencies get compensation from media, and they charge for art and for plates. But magazine, radio, tv copy—which is the core of creative advertising—and many other services are free.

That's why I advise any small manufacturer, "When you get big enough to interest an agency, *get one.*" Don't delay. Better yet, hunt one up. Sell the agency on playing futures with you. A smart manufacturer knows that he will profit a hundred times as much from such a relationship as the agency can. What's more, the agency will focus more talent on his marketing problems than he has himself or can afford to buy. #

From an Art Director's Viewpoint . . .

History, Reality and Believability

By Andy Armstrong

As a means of engaging the reader, each of these ads puts history to work. Parke-Davis shows a Babylonian court scene of 2000 B.C. The Bourbon Institute ties in with the only event everyone is sure took place in 1789. John Hancock pulls us back to our roaring yesterdays of 1926.

Andy Armstrong

In two of these efforts, the *just as, so too* construction stands out like a turtle in a punchbowl. *Just as* Hammurabi had a code for medical practice, *so too* Parke-Davis has a code for controlling quality. *Just as* the Constitution was born in 1789, *so too* is bourbon in general (if not in the bottle) 170 years old. We can understand Parke-Davis' struggle, through DeMille costuming and architecture, toward a grandeur not inherent in a picture of the factory. We can even applaud the corporate pose as custodian of hoary tradition. And while some watchful citizens may respond with fury to the Bourbon Institute's lack of reverence for our nation's charter, nearly everyone else will concede that whisky's best story is age, and so excuse its makers for borrowing sacred cobwebs from the halls of government.

But when we look into John Hancock's offering, his rationale is harder to detect. This ad contains no trace of *just as, so too.* The copy's conclusion—that free Americans manage to bring off the impossible—is an open-ended cliffhanger, never getting around to John Hancock at all. This forces a choice of assumptions. Either John Hancock is ready to settle for attention to his signature and nothing more, or he has evolved some selling formula so far unpublished in the textbooks.

We have a third possibility, however, suggested by his story's astounding irrelevance. His message shares with the other ads here a somewhat broader base than the dreary *just as, so too* routine. Like them it mirrors the past. The historic past, for much of the public, is very real. Indeed, it could be argued (some other time) that the past *alone* is real—in advertising as in life—with a solidity and believability denied to the elusive present and the crackpotted future. On such a premise, the historic past can work like a horse for some advertisers. By associating themselves favorably with the past, faceless corporations get awakened recognition from a reader. They become a part of history's continuing, believable reality. Their existences take on an air of indispensability in a Larger Scheme.

Conceivably, then, reality and believability rub off on the advertiser from "historical" ads to a degree not possible from other kinds of advertising. Consider how many ads strain your belief by stressing immediacy—souped-up news, the latest innovation, the never-before product or product benefit. When they do not base their appeals strictly on the current moment, we find them pitching the present in tones of the future. *Tomorrow's razor or brassiere or vacuum cleaner is here today. This dress you buy now, madame, will rock Paris six months hence. This automobile is years and years ahead.* Which sounds less hollow—this kind of news, or an echo from the past?

The single thread running through most advertising, if you exempt claims of excellence, is time—time in terms of the elusive now. On the other hand, "historical" ads wrap time with a second thread —the reinforcing concept of reality. Wound together, they support believability, for we are certain that history did happen somehow. Even reduced to the moment before this one, history has a smell of substance and truth that we rarely pick up from the present and can never pick up from the future.

■ If you resist this idea, take any recent magazine to the nearest saloon. Hold those grinning models with today's amazing toothpaste discovery or next autumn's gown or 1970's car against the chromo of *Custer's Last Stand.* You will surrender in a hurry.

History's halo of believable reality lights up more than costumes, romance and high-sounding principles. History's greater function is a solid substitution for news—in ads that tell you no news, like the medicine man's quality control, or the whisky's age—and in ads that tell you nothing, like the insurance company's cliffhanger. #

On the Merchandising Front . . .

Some Near-Term Food Chain Trends

By E. B. Weiss

Several years ago I began to prophesy that the food outlet would return to the small specialty store type of food store unit that typified food retailing early this century. That trend has since become pretty well established.

E. B. Weiss

In 1959, some thousands of these midget or pup food outlets will be opened not only by newly-established syndicates, but also by some of the long-established food super chains.

I hasten to add that this trend toward the tiny food outlet is being accompanied, simultaneously, by the opening of junior department store types of store units by the food super chains. In brief, in store unit size, a trend toward giantism and a trend toward midgetism are proceding hand in hand.

In more recent months I have also been predicting that:

1. The food outlet would tend to return to telephone selling.

2. The food outlet would tend to return to deliveries.

3. The food outlet would tend to return to the credit selling of food.

4. The food outlet would move away from self-service and back to service.

■ It was—and is—my thought that these trends would become evident not merely in new syndicates that are constantly forming in retail food distribution, but that the established food chains would move in these directions.

Now I am well aware that one or two straws in the wind not only do not constitute a trend, but may even mislead with respect to the direction toward which the wind is blowing. Nonetheless, I think that considerable significance could be attached to the very recent announcement that the highly energetic Daitch-Shopwell food super chain plans to open a string of small gourmet type specialty shops on the East Side of Manhattan. Moreover, these markets will offer both service and self-service. They will offer telephone service and deliveries. I assume they will also offer some form of credit.

Thus we see that at least one of our substantial and highly progressive food super chains is moving in at least three of the four directions I predicted, and very likely in all four directions.

■ It is my conviction that other food super chains will make similar moves. However, I would again like to avoid misunderstanding. I am not contending that our food super chains will, within the next few years, become exclusively syndicates operating tiny food outlets offering full service.

As a matter of fact, I believe that our great food super chains of the future will each embrace a wide variety of store outlets. In other words, I think that within the next very few years many, if not most, of our large food super chains will each be operating:

• A. Giant one-stop units of the junior department store type in which little more than from 25% to 40% of the total store area will be devoted to food.

• B. More modest size store units in which food will occupy roughly from 55% to 65% of the total floor area.

• C. In both these "A" and "B" types of outlets the food supers will tend to return to service in some departments, such as exotic foods, and, of course, in some of the non-food sections. In some of these "A" and "B" outlets they will also tend toward telephone selling, deliveries, and credit.

• D. Simultaneously, the food super chains will be opening large food departments in discount chains. This is very much in the wind.

• E. The food outlet will not only open up departments in discount houses, as I just mentioned, but it will affiliate with other *types* of chains. Example: The recently announced affiliation between the Davega appliance-sporting goods chain and the Dilbert supermarket chain of some 80 stores. Affiliations between food chains and drug chains, food chains and variety chains, and even food chains and department stores are entirely probable.

• F. Finally, the food chains will tend toward the tiny food outlet that I have been describing, which may or may not be a gourmet type but which quite definitely will be offering a telephone service, a delivery service, very likely certain credit facilities, and a considerable degree of floor service.

In brief, the food outlet is once again in a state of very active ferment. Quite naturally, this will make inevitable considerable changes in the total marketing process of food. #

Height is also a measure of depth

TV GUIDE

7,250,000 rate base effective October 31

Tips for the Production Man . . .

The Use of Off-Beat Paper Stocks

By Kenneth B. Butler

Paper is usually conceded to be "part of the picture," and in the search today for novel and off-beat effects, the choice of paper is coming in for a great deal of attention.

Some time back I described the fascinating things that are being done with ordinary kraft paper; from time to time I see fresh new examples showing the versatility of this workaday product.

Interest is being revived in "bogus" paper. This is reclaimed paper, principally, commonly used for packing and stuffing. No two sheets are exactly the same, and there are spots sprinkled through them which could be regarded as condemning them or making them highly interesting, depending on your viewpoint. Elbert Hubbard, the late sage of East Aurora, New York, used to use bogus paper in his exciting *Philistine Magazine*. If you are not familiar with bogus, I suggest you give it a look.

I also mentioned parchment. While this stock is not cheap it is not common and imparts a quality look.

■ Common ordinary tissue paper is being used in some exciting ways. Most recent which has come to my attention is a little square-format booklet just issued by the Amalgamated Lithographers of America. The book, entitled "The Changing Look in Litho," contains a series of division pages printed on ordinary copy tissue. They alternated the use of blue tissue and white tissue. I am sure there are many other colors available.

The interesting thing about the use of manifold tissue is the "peek-a-boo" look. You see just enough show-through to make you want to read on.

Artists' vellum tracing paper is also seeing service in this capacity. Here again the "peek-a-boo" look is effected, and the filmy quality of the paper gives the type or illustration beneath an ethereal quality.

■ Some exciting combinations are possible, too. For example:

1. Illustration imprinted on the page beneath, and display type on the overlay;
2. Just the opposite, display or other type matter on the page beneath and illustration on the overlay;
3. The black form of a two-or-more-color illustration imprinted on the page beneath, and the color forms imprinted on the overlay;
4. Text matter imprinted on the page beneath, and hand-drawn circles or underlines on the overlay, highlighting key statements without necessitating defacement of the page proper. #

Looking at Radio and Television . . .

The Sponsor Nobody Wants

By the Eye and Ear Man

The strange case of the unwanted program has assumed enormous proportions at this time. The program: "The Voice of Firestone." The problem: nobody wants it. The consequences: a cause celebre in the continuing investigations of the broadcast industry.

For many years, in radio and in television, the Firestone family has been an institution at 9 p.m., EST, Monday night. The program opened and closed with two pieces of music written by the late matriarch of the family. The program was always pleasant and the performers were always tops in their category. The general effect was a semi-classical musical show that was bland and schmaltzy with good, but never great, music.

■ In later days an attempt was made to jazz it up a little, add some movement and setting to the concert numbers, and even go a little below the drawing room music into the bistros. The result was to make a hybrid and to compromise the good that was basic.

After NBC removed the program from its Monday night lineup and the Firestone company refused to accept the offers of Sunday programming in the afternoon hours, ABC, then badly in need of money for support of programming the network had invested in to build other nights, offered the traditional time period and Firestone moved the show.

Any pro in the business could (and did) predict what would happen. ABC lost a whole night of programming strength because of the intrinsic weakness of the musical program, and NBC immediately gained dominance in several time periods.

■ The trouble with 9 p.m. is that it is a pivotal time period for any network because it is smack in the middle of the lineup, and shows which follow and shows which precede are vitally affected. The very ingredients that make the Firestone hour delightful also make it effete and any action or comedy program can clobber it in the ratings. ABC, now feeling its new power, was reluctant to sacrifice Monday night any longer and decided to put more aggressive programming in the time period.

The decision which the Firestone company then had to make was:

1. Take one of the marginal time periods offered by all three networks.
2. Buy or build another program.
3. Abandon the medium and go to other advertising while pursuing a vigorous protest to FCC and Congress on the cavalier tactics used in forcing a pleasant show for the minorities off the air to make room for mass tastes.

Nobody should be surprised if the latter will be the elected course by a company that is angry with all three networks.

■ Is it a case of "They are all out of step but Firestone?" Or should anyone dictate the tastes of the American people except the people themselves? Or is it a case of too much control on the part of the networks and will this be deemed an abuse of power at a time when it is a seller's market again?

Is it true that other advertisers regard "The Voice of Firestone" as a drag on their programs that precede or follow? Do sophisticated advertisers really believe that there is no place in a mass medium for a program that has limited appeal? Do most advertisers feel that the Firestone company, selling a virile product like tires, is using the wrong kind of show to reach its end customer, the man of the family who is probably engrossed in a western? "Yes" is probably the answer.

First, let us compliment the Firestone company on its resolute stand and on its courage and stamina in fighting the whole broadcast industry in an effort to support the principle that the advertiser must have the right to buy a time period and program in the way he sees fit so long as he pays his time bills.

Another bouquet to this company for insisting that it would rather have a charming program that a few people really appreciate than a program that has a mass appeal but a sameness with all other programs. Regardless of the wisdom of the decision Firestone is entitled to hold such an opinion.

■ The unfortunate fact remains that no longer can a single company have an opportunity to indulge itself in its personal taste in television programming. Circulation is what advertising messages require, and only programs which supply maximum or average circulation can survive in the order of things wherein television is an advertising medium and not a medium of entertainment or communication.

■ It is also a fact that Firestone's charming musical program probably would get as much or more circulation in a late Sunday afternoon spot with less vigorous competition than it would in the big leagues. The networks have only done their job as designated by their customers and followed the dictates of their final boss—the people.

It would be unfortunate if much fuss was made about this issue by Congress. It should be regarded as a step in the development of the television industry. All programs must die sooner or later. This program outlasted all others in its generation.

Perhaps it is also true that musical programs are meant to be heard and not seen. Perhaps it is true that the U.S. needs a government channel like many other countries for shows like this. #

DRAWTHINKS

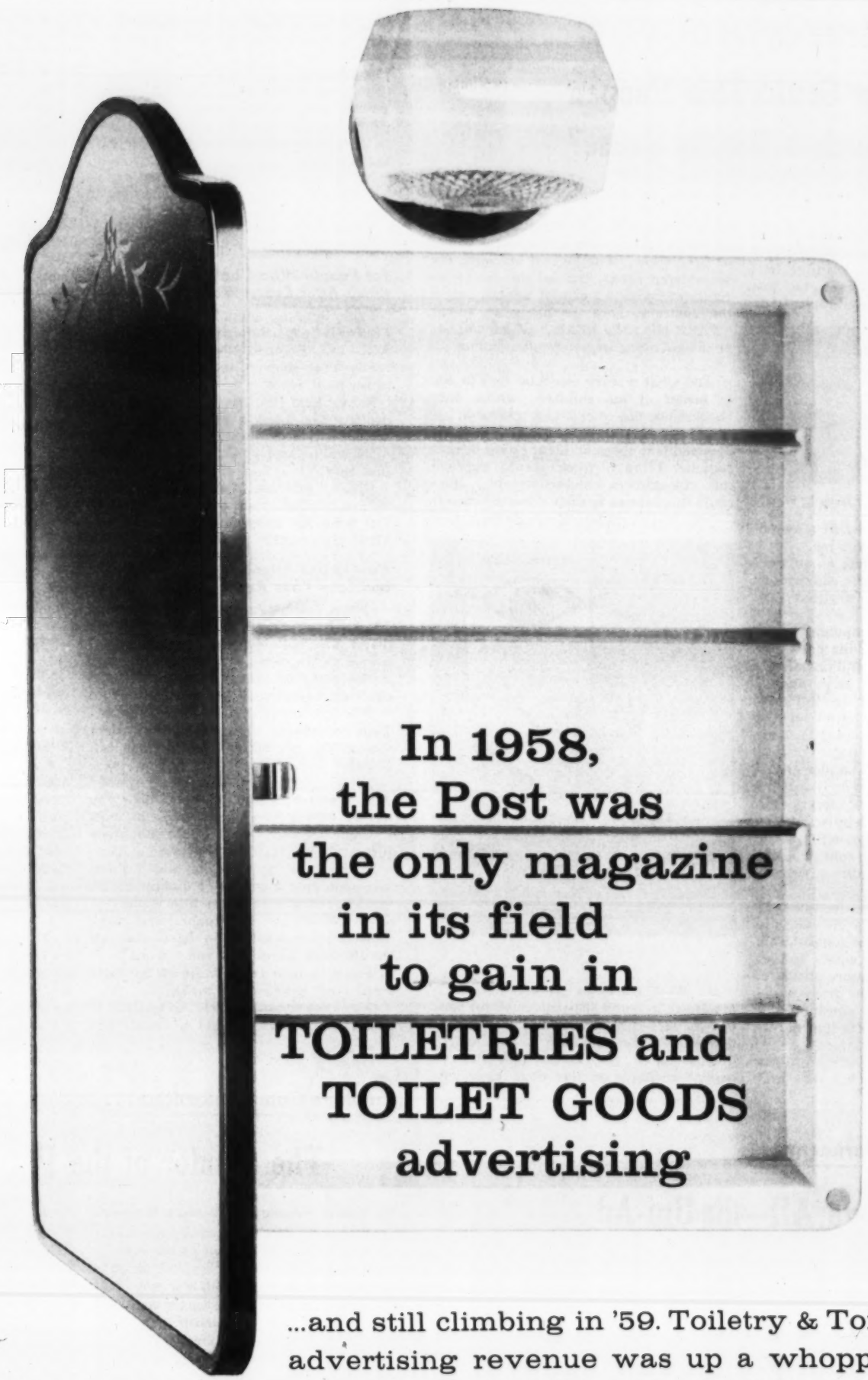
The COPYWRITER'S Art Course by Pinson

HERE WE GO AGAIN ON THE FELTWARMER ACCOUNT.:. MONDAY MORNING'S A GOOD TIME TO GET THIS ONE...
HELEN ALWAYS SAYS TO ME: "SID, YOU'RE SO MUCH EASIER TO LIVE WITH WHENEVER YOU'RE WORKING ON THE...
..FELTWARMER ACCOUNT"... JUST THIS MORNING SHE ASKED ME: "WHEN DO YOU GET BACK ON FELTWARMER?"
I REMEMBER TAKING A LONG SIP OF COFFEE BEFORE I ANSWERED.... "PROBABLY TODAY", I SAID..."I HOPE"

What is the secret of Art Director Sid's pleasure in working on Feltwarmer?

Why is he better natured at home when he is on the account?

Drive carefully . . . don't miss the next episode. You, too, will profit by reading Chapter 2 of the Feltwarmer Story.



...and still climbing in '59. Toiletry & Toilet Goods advertising revenue was up a whopping 36.2% in the first quarter. Drug & Drug Remedies revenue shot up 12.6%.

Why? Because in drug stores, the Post is the most popular general weekly magazine...outselling the other two by more than 2 to 1. Because surveys prove more druggists prefer products they carry to be advertised in the Post than in the other two magazines combined. Because more and more advertisers, in all fields, are cashing in on the Post's repeat Ad Page Exposures: **29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure (APX)!**

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

A CURTIS MAGAZINE

Salesense in Advertising . . .

How Could This Happen to Such a Worthy Cause?

By James D. Woolf
Creative Consultant

There are some products which, because of their triviality, lend themselves to trivial treatment in advertising. Bert and Harry, for example, may be just dandy for beer, but they would hardly do for life insurance, or Cadillacs, or Zenith hearing aids. Humor and burlesque may have its place—depending on the product.

James D. Woolf

But—shades of Andrew Carnegie!—American Public Libraries are not a trivial topic. The color page shown here, which appeared in a recent issue of *Life*, absolutely floors me.

Books! Good books! What a wonderful subject for an intelligent copywriter! What rich possibilities for a gifted pen!

■ The objective of this campaign, I presume, is that of interesting the non-book reader, of whom there are millions, in the fabulous world of books. I know such a fellow and it happens—of all things!—that he is a copywriter. He hasn't set foot in a public library in 15 years. His name is Joe.

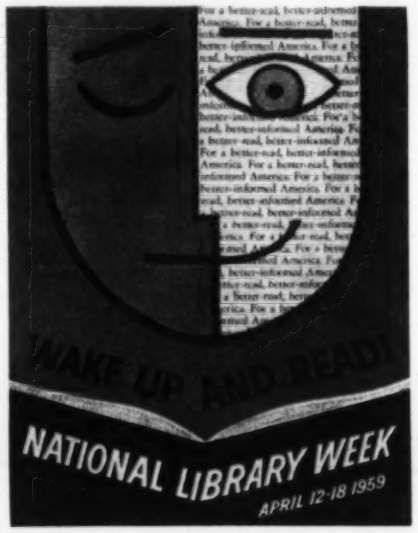
How can we make a book reader of Joe—and of his family? We can do it only by persuading him that his local library will do something for him that he wants; in short, we must sell him *benefits*. Dale Carnegie, whose advertising sold 4,000,000 copies of his famous book, knew the secret.

Joe, whether or not he consciously knows it, wants many things. He wants to be an entertaining conversationalist. He wants to be popular. He wants to get ahead in his job. He wants more pleasure, more relaxation, more relief from boredom. He wants not to be considered a bore, a dumb cluck. He wants that nebulous thing called "culture."

He wants to be the smartest man in his home and looked up to by his wife and children. He wants many, many things that books will help him attain. Will the ad shown here motivate him, arouse these wants? Will it inspire in him, in the words of Longfellow, "The love of learning, the sequestered nooks/And all the sweet serenity of books"? I cannot believe it. On the contrary, isn't he likely to resent "WAKE UP AND READ," which implies he is now living in a somnolent trance?

■ And what a story could be told to Joe in behalf of his children, whose only "books" are the comics and television.

As I say, this ad floors me. I cannot understand how the intelligent group behind National Library Week would approve this thoughtless advertisement. How could this happen to such a worthy cause?



* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

slug and a little switcheroo in the headline, and you could advertise a gasoline, an automobile, and a cigaret all at once! For example. . .

"A man with drive brings out the difference great makin's make."

No, No, that's not it.

"A taste brings out the difference Flying A makes."

No, that's not quite right either.

"Clean-burning. . . for the one man in four who smokes a little bit more."

Well, okay, okay—Univac wasn't built in a day, either.

For People Who Can't Brush After Every Wobble

Paul Speegle, columnist in the *San Francisco Call-Bulletin*, tells about a KGO-TV "Romper Room" program recently that showed the kiddies how to brush their teeth.

Nancy Best, the hostess, brought on a dentist, who used a pair of false teeth for the demonstration.

"Now," he said when he finished, "isn't that easy?"

"Yeah," said one of the four-year-olds, "it's easy when your teeth are like that. But mine are harder to do—they're INSIDE my mouth."

How to Get Attention—and Lose Your Audience

When Lucius A. Crowell of Evanston, Ill., read our recent story about the bus driver who hollered, "Will the intelligent people please move to the rear?" he gave us another good example of how to single out your audience.

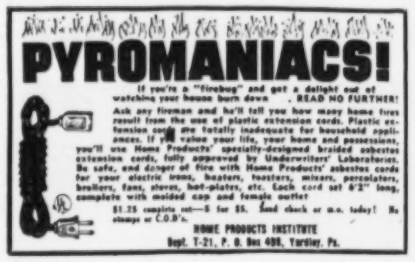
"The immortal Claude Hopkins and I were explaining to a Milwaukee client the futility of 'blind' headlines, as Mr. Hopkins termed them," he writes.

" 'If you were in a group and I wanted your attention,' I said, 'I would single you out by calling you by name, or at least I would call out, 'Mr. Hosiery Manufacturer'.'

" 'You win,' he replied, 'and I'll tell you why. Just a couple of nights ago, an excited young man burst into a meeting of the Milwaukee city council and cried, 'Mister, your saloon's on fire!' And all the aldermen jumped up and ran out."

Which in turn reminds us of the little small-space gem you see here.

Copy reads: "PYROMANIACS! If you're a 'firebug' and get a delight out of watching your house burn down. . . READ NO FURTHER! Ask any fireman and he'll tell you how many home fires result from the use of plastic extension cords. . . If you value your life, your home and possessions, you'll use Home Products' specially-designed braided asbestos extension cords, fully approved by Underwriters' Laboratories."


PYROMANIACS!
If you're a "firebug" and get a delight out of watching your house burn down . . . READ NO FURTHER!
Ask any fireman and he'll tell you how many home fires result from the use of plastic extension cords. Plastic extension cords are totally inadequate for household appliances. If you value your life, your home and possessions, you'll use Home Products' specially-designed braided asbestos extension cords, fully approved by Underwriters' Laboratories. Be safe, and danger of fire with Home Products' asbestos cords for your electric irons, heaters, toasters, mixers, percolators, broilers, fans, stoves, hot-plates, etc. Each cord set 6'2" long, complete with molded cap and female outlet
$1.25 complete set—5 for $5. Send check or m.o. today! No charge or C.O.D.'s.
HOME PRODUCTS INSTITUTE
Dept. T-21, P. O. Box 498, Yardley, Pa.

Kind of gets you way down deep in the heartburn zone, don't it, stranger?

Will the Committee Please Come to Disorder?

Recently revived definition of a camel: a horse designed by a committee.

We submit that this is eminently unfair both to committees and to horses.

Which reminds us of another definition of committees of which we also thoroughly disapprove: Committee: A group of the unfit appointed by the unwilling to do the unnecessary.

Folks, it simply isn't so. We once belonged to a committee that did the necessary. It let more people into the organization, so a new committee could be appointed to relieve us of our onerous duties.

Boss Working You too Hard, Girls?

Speaking of Univac, Janet Spero, a normally patient secretary we know, typed up this memo and left it on her boss's desk for his signature the morning after a particularly busy day:

"To: Supply Room
Dear Miss R————,

I plan another hectic day today, so could you please help me.

I would like to •rder:
1 - IBM copy production machine
1 - IBM research machine
1 - IBM filing machine
1 - IBM telephone answering machine
1 - IBM machine for incidentals

(Boss's name) #

The Peeled Eye Department . . .

Solve All—the Uni-Ad

By Dick Neff

Coming Soon: Uni-Ad, the All-Purpose Ad

A friend of ours in the business once proposed a great time-saver for tired copywriters and contact men called Uni-ad.

Uni-ad would be an all-purpose advertisement. It would be so written and so laid out that it could be used not just for any product in a given category—as so many ads can already be used, with minor changes—but for any product in *any* category.

Dick Neff

Little did he realize that the relentless march of progress would within a few short years bring us amazingly close to this goal.

For example, take the firm-jawed, weather-beaten, all-man, crinkly-eyed, look-of-eagles type ad you see here.

Just think of the products you could advertise with a format like this. Gasoline. Automobiles. Cigarets. Name it. In fact, all you need is a change in the

Employe Communications . . .

The Candor of the Post-Strike Era

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Not too many years ago, if a strike had occurred at a plant, there was a managerial move at the close of hostilities to reopen the plant and let bygones be bygones. If there were bruised feelings on either side, it was assumed that these would be eased by time. If the philosophy could be put into words, it probably was: "Let's be buddies again."

This is all right as far as it goes, but it doesn't go particularly far. Anyone who has mixed in to one of these affairs recognizes the truth of the statement that "nobody wins a strike."

■ Today some of the concerns that have been hammered down by the company-union tussle are documenting that cliché with a few painful facts. Their employe papers may have retained a rigid silence during the strike itself, but now that the fracas is over, the company is inviting attention to exactly what the strike *did* cost. In the Ex-Cell-O Corp., Detroit, where the shutdown lasted for many weeks, the paper noted specifically the loss of business and predicted that the way back would be long and tough. Caterpillar Tractor Co., Peoria, Ill., which rode out a lengthy strike, came out in cold type and reminded the boys that the "employes lost a total of $10.8 million in wages because of strikes at the Peoria, Decatur and York plants. The strikes also delayed the recall of laid-off employes." And the lead story in the employe paper went on to say, "The strikes were not caused primarily by wage issues, but rather by union demands which, if granted, would seriously impair the ability of the company to operate the business soundly and successfully."

Companies don't need to fabricate statements about loss of business, or hold out threats. The facts will take care of all that, and it is becoming mighty important for participants in certain of the recent strikes to realize precisely what the strikes actually cost.

■ When the long strike at the glass plants of Pittsburgh Plate Glass Co. was finally ended, one of its chief customers—Chrysler Corp.—had an opportunity to sit down and figure the cost of that strike to Chrysler, an innocent bystander. It was such a disastrously impressive figure that—pre-

The postmarks are actual reproductions

Grit helps you cover

all the bases

and enjoy

balanced national coverage

Your advertising in the conventional mass magazines may make your name table talk in Washington, D.C. But in most of the 26 *other* Washingtons—the small-town Washingtons—you could be something of a stranger. That's because the giant-circulation magazines don't penetrate small towns in the depth they do the metropolitan centers. Grit is your answer. For here is the one national publication which *concentrates* on small towns . . . provides the added coverage you need in 16,000 of them from coast to coast. A small investment buys a big Grit campaign . . . and no other publication can do what Grit does to give you *balanced national coverage*.

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

sumably to Chrysler's great regret—the auto manufacturer decided to shift a substantial portion of its business out of Pittsburgh Plate and into its own plants. As this is written, Pittsburgh Plate had no comment. Possibly that is a good answer: The facts speak eloquently for themselves. If the strikers miss the import of that loss of business, it will be a strange day. In one of the major industries where the sideline sitters are predicting a strike, a lot of real effort is being made by managements to avoid one, to break through to worker awareness. If the company proposals are not acceptable, it's hoped at least that horse sense will rule at the bargaining table and that a strike can be sidestepped. This is the kind of industrial history most people—including the employes of companies—like to read. #

Agencies Ask Us . . .

The Three Rs for Agency Ethics

By Kenneth Groesbeck
Advertising Agency Consultant

Bob Graham, partner in that excellent agency, Gray & Rogers of Philadelphia, asked me the other day if I knew of any generally accepted code of ethics for the agency business. I said I didn't, but he got me to thinking.

Kenneth Groesbeck

The trouble with most such pronouncements is that they are usually blind to the facts of life, visionary and impractical, written for propaganda purposes, holier than thou, and as a result nobody does anything about them except snort.

Yet, when you come to examine the practices followed by good and successful agencies, certain principles do emerge which are definitely worth examining.

I call them The Three Rs, and they seem to be Responsibility, Reliability and Rectitude.

■ **Responsibility.** This is an agency *attitude* which shows that it realizes it is speaking to vast numbers of people, that what it says may eventually strongly influence the thinking and beliefs of millions, and that the agency's own reputation stands or falls by the degree to which it guards the best interests of its readers and hearers.

This is the very opposite of the "Let the buyer beware" *laissez faire* philosophy of unprincipled business procedures.

The responsible agency has no troubles with the Better Business Bureau, or with the management of the media through which it speaks. The stuff it turns out has been screened in advance, had the white light of Responsibility turned on it. It is worthy of the trust so many people still accord advertising if it clearly reflects its honesty. Don't think for a moment that human beings are not shrewd enough to detect the difference between the true and the false. They are no fools.

■ Note how every true, sincere, and honest advertisement about a product or a service builds a growing consumer confidence in every other advertisement issued by this same company.

Where an agency and its client share the same feeling of responsibility, the best results are obtained. However, occasionally the agency's obligation to its public is more strongly felt than is the case with the client: here the agency may well serve the advertiser in a most valuable fashion, if it contributes to the stiffening of the client's moral backbone.

None of the agency's business, did you say? Who writes the words, who hits on the approach, to get the message over? Who is most to blame if the resulting advertising is deceptive, actually or by implication? The agency, don't you agree? Because, if it yields or is complacent about it, it is doing its client dirt as well as its public.

Too often the client has no real understanding of the extent and degree of penetration of the advertising message. It's a powerful weapon, and the less it is handled by moral children, the better.

■ **Reliability,** the second of our three Rs, refers to the authenticity and accuracy of the material turned out. Don't confuse it with believability, or high readership, with both of which we are obviously concerned as we think about good advertising.

Reliability is the direct result of responsibility. Too, it requires the examination of the product or the service being sold, and the refusal, on the agency's part, to take anything as true just because the client says so.

The agency can become highly unreliable in its output if it bases its entire story on unsupported sales department claims. Here again, the advertiser's internal departments may err, not because they want to, but because they do not realize the importance of the same reliability in words as they put into the product as a matter of course.

They know by bitter experience what happens to them if the product does not support their claims; they are far less likely to realize what happens *when the claims over-state the product.* That is something the agency is supposed to know all about.

■ I am well aware of the conflicts which may arise between agency and client if the former is more fussy about reliability than is the latter. To resolve such disagreements, the agency must represent to the client most clearly the state of mind of the ultimate consumer.

Unless you have been up to your ears in advertising, unless you constantly probe into the attitudes of people toward advertising, unless you sense the deep resentment which attends an advertising message which is false, exaggerated, and which treats consumers as morons, you are not likely to realize how essential is reliability.

Brother, if your advertising isn't reliable, you will not only be disbelieved, you will be cordially disliked. How many advertisers are sensitive to this threat against their very survival? No matter how good a product may be, however, if its advertising is unreliable, the product is considered to be unreliable also. Women say, "It just couldn't be good, if they have to make such foolish claims about it!" Sad, isn't it? But that's the way the human mind works. Illogical, maybe, but inexorable.

■ **Rectitude.** In this last of my three Rs, I am getting into perilous waters. While many agencies can better themselves by observing the first two of the Rs as practiced by the best agencies, most of the agencies possess, themselves, rectitude of a high order. The need for this quality is far more apparent than is the need for the first two. Most business management "plays it straight" because the penalties for any other course are harsh and soon exacted. So we may assume that an agency will deal honestly in its business transactions.

Can we so easily assume, however, that it will practice equal rectitude in advising its clients, for example? Whenever it is expedient, whenever it follows the easiest way, whenever it makes proposals aimed at pleasing the advertiser rather than at selling its goods, it is departing somewhat from rectitude, is it not?

When fear and uncertainty are present, rectitude often flies out the window. It may be hard to realize, but in the long run, rectitude in the agency attitude toward its clients and the type of advice it gives them, will pay off. For one angry old man who flies through the ceiling when you disagree with him, ten others will say a silent prayer of gratitude for an agency with sufficient guts and honesty to lay it on the line, and let the chips fall where they may.

Well, Bob, those are the three qualities I sense in examining the thinking and the actions of our best agencies. I think the guys in those shops sleep better o' nights.

Learning from the Retail Ads . . .

The 'Forthright Rules-Following' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This ad has many virtues. It is consistent with advertising's basic precepts and principles. It is a wise store that spends its money consistently with the fruits of selling research. It is a wise advertising executive who knows that no matter how creative his people are, they are worth little to the store unless they can create ads that touch consistently the eternal buttons of human interest and response.

Most advertising is fractional in value to the people who pay the bills because so little of it "conforms" to principles that cannot be ignored.

■ The other day I saw reproduced in a metropolitan paper an illustration of a large wood carving in imitation of Leonardo's "Last Supper." Most "amateur artists," be they wood carvers or something else, would probably rate the carving quite good. The artist was truly skilled. But he missed entirely the verisimilitude of the original. In the original, Leonardo "corrected" his original layout of the painting with "regulating lines" that are consistent with geometric figures—and his purpose—to emphasize the head of Jesus. Therefore, the lines of the pattern of the ceiling, of the floor, of the tablecloth, all flow to a vanishing point centered on the head of Jesus. Above the head of Jesus is an arch in the background. If the segment of the arch were extended to complete a circle, the head of Jesus is in the center. In the wood-carving there was no confluence of elements as in the original.

Amateurs in all fields, who are unaware of the regulating "truths" which bring great art into harmony with eternal verities, fail to see the engineering under the art. They fail to see the skeleton under the flesh. They fail to see the hidden armature of outline that supports the obvious.

It is so with advertising and selling of every kind.

■ Human nature changes very, very slowly. The self-interest of people cannot be ignored. Readers want to know what offerings will do for them. They want to know virtues. They even want to be *sold* the things they are predisposed to buy. They want rationalizations for the decisions they arrive at emotionally. They want to be urged a little—invited!

A good student of advertising can uncover in this relatively brief ad for maple furniture, a good many well-established selling stratagems. But they are no more obviously used than Leonardo used geometric configurations.

In one test for color blindness, the subject looks at a large square filled with little blobs of light blue and light green. The color-blind individual does not see that the light blue blobs are arranged in a configuration that reads "9" or "3".

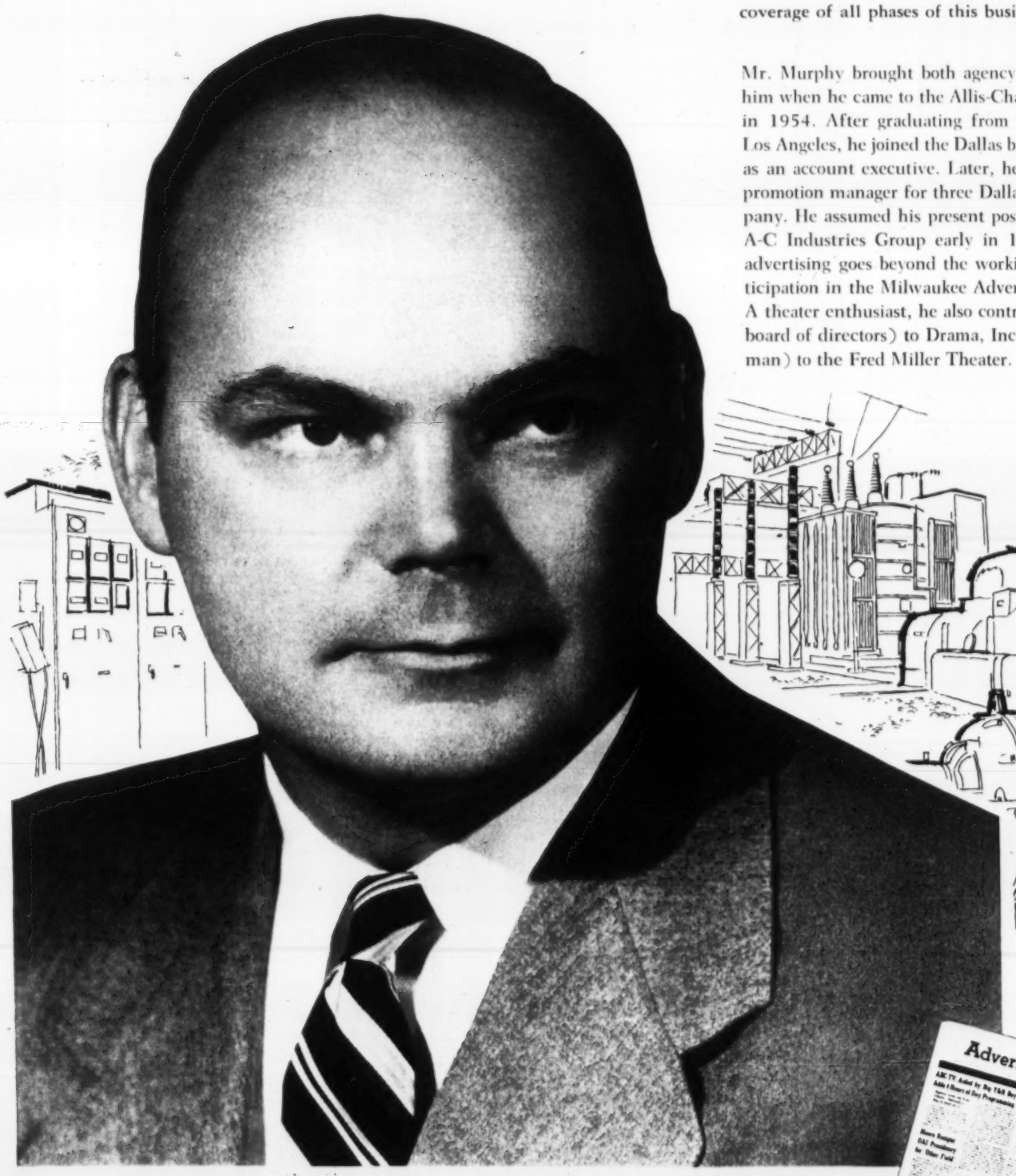
■ Advertising people who have "learned by ear" are "color-blind" to proved principles that invariably figure in the achievement of maximum response for whatever money is spent. Even the superbly original ad, like the Ohrbach cat ad of recent fame, "conforms" to sound principles, or it wouldn't be great. Incidentally, the ad reproduced here sold approximately 10 times space cost in three days. An excellent start for an ad that like this, has protracted pull. #

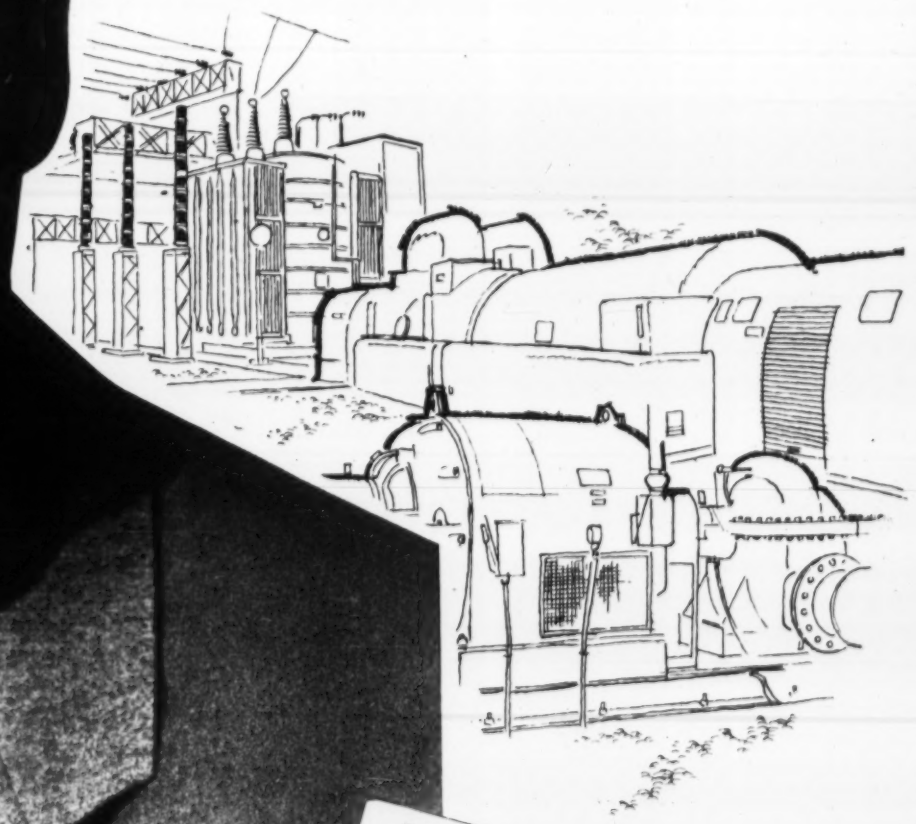
"I find pertinent, profitable ideas in every issue of Ad Age"

says **JAMES W. MURPHY**
Advertising Manager, Industries Group
Allis-Chalmers Manufacturing Company

"Our advertising has to help sell several thousand different products to virtually all industry groups. Specifying any one of our products may involve key buying influences from the production foreman right up to the chairman of the board. Getting through to such a diversified audience takes a constant flow of solid marketing ideas. The fact that, as an industrial advertising manager, I find pertinent, profitable ideas in every issue of Ad Age is a tribute to its thorough coverage of all phases of this business."

Mr. Murphy brought both agency and advertiser experience with him when he came to the Allis-Chalmers Manufacturing Company in 1954. After graduating from the University of California at Los Angeles, he joined the Dallas branch of The McCarty Company as an account executive. Later, he served as advertising and sales promotion manager for three Dallas subsidiaries of Blair and Company. He assumed his present post of advertising manager for the A-C Industries Group early in 1959. Mr. Murphy's interest in advertising goes beyond the working day and includes active participation in the Milwaukee Advertising Club and in the N.I.A.A. A theater enthusiast, he also contributes time (as a member of the board of directors) to Drama, Inc., and (as public relations chairman) to the Fred Miller Theater.





important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

No Unemployment for Hard-Selling Admen

To the Editor: You're right but you're wrong . . .

There is unemployment on Madison Ave. but not among the admen with the reinforced concrete approach to the business—the selling of merchandise.

The era of the "alligator attache case" personality is dead. Just a few weeks ago, for example, an account supervisor was interviewing a candidate for an account opening at $15,000. "What have you done lately for your present client?" he asked. And the answer came back: "Oh, I give him wonderful service. Sometimes I even go over to see him two and three times a day."

These men are, to put it bluntly, a "glut" on the market. But for those who know how to sell to and through retailers and distributors, etc., there's a shortage. And the adman who once "carried a bag" and actually sold merchandise face to face can normally find a new spot overnight.

Edwin B. Stern,
Edwin B. Stern Agency, New York.

P.S. Schools of Advertising: Please copy.

• • •

Saving on Martinis, Not Toothpaste, Buys Hat

To the Editor: I think it about time someone put a stop to ads showing hats bought with the money saved by buying a particular brand of merchandise. What matters whether the hat is amusing or attractive? What should matter is that these ads are unbelievable, and in some hands, devastating.

When I was being schooled in the fundamentals of economics, Kolynos toothpaste had a similar, if not the original, hat campaign. My father, fond of implementing the educating process with any handy tool, chose these ads as illustrations of several of his pet theories, namely, that saving money was a good thing, that a suitable reward stimulated saving and that clean teeth should be encouraged.

Our family switched to Kolynos. The pennies saved at each purchase were happily deposited by me in a glass jar.

The first five weeks were rather fun and I was easily lured into thoughts of myself in a straw hat with navy blue streamers. I brushed my teeth twice as often with three times as much toothpaste until there was at least 15¢ in that jar!

Then unfortunately I traded the whole pile for a mess of chocolate bars.

My father was understandably furious at seeing capital thus squandered; I, ashamed. I started with fresh purpose on another tube on Kolynos. But again and again the inevitable pattern repeated itself until I would feel sick with guilt every time I brushed my teeth.

Everyone knows you don't get new hats by buying toothpaste or sheets, you get them by *not* buying chocolates and/or martinis, which is why so many hats are sold during the last weeks of Lent.

Dee Harper,
Good Housekeeping, New York.

• • •

'Farm Journal' Readers Report on Farm Support

To the Editor: More than half of our farmers want the government clear out of farming—no subsidies, no price supports and no crop controls!

We printed a ballot in the February, 1959, issue of *Farm Journal* and asked our readers to vote their *one* choice amongst five types of farm programs.

In addition to the 55% who voted for no subsidies, price supports or controls, another 15% want no controls and only emergency supports at low levels. Still another 8% want decreasing supports to permit gradual adjustment to normal markets.

Only 14% want high supports with tight controls. Only 8% voted for production payments, a plan originally advocated by former Secretary Brannan and much talked of lately in Congress . . .

While it is true that *all* of the nation's farmers did not have an opportunity to cast their ballot, the fact remains that about half of all the farm families in America do subscribe to *Farm Journal*—three out of five of those with an average or better-than-average standard of living and nearly nine out of ten of the top producers.

In our April, 1959, issue we published the results of our poll, state-by-state and region-by-region, based upon the tabulation of the first 10,000 ballots cast. There is every reason to believe that the votes of our subscribers do represent the attitudes of the nation's business farmers . . .

Here is clear evidence that, after decades of experience, a majority of farmers, the most numerous of our independent business men, want to stand on their own feet and fight their own battles . . .

Graham Patterson,
Publisher, *Farm Journal*, Philadelphia.

• • •

Make His Bourbon

To the Editor: This picture of the morning-after-head-from-drinking scotch makes it easier for

us less hardy to stick to bourbon (hic). It ran in *Punch*.

Harold H. Thresher,
Fort Lauderdale, Fla.

• • •

200 'Good Stout Fellows' Answer Brady's Ad

To the Editor: There must be a lot of "stout fellows" in the agency business.

Rough Proofs (AA, March 16) gently jibed at our March 9 help-wanted ad, saying it would "weed out all but the stout fellows." (Admittedly the ad did describe a hard-working climate where overtime work is considered normal.)

In just one week we've heard from more than 200! Good stout fellows, too, top people from New York, Chicago, Detroit, Cleveland, Los Angeles, St. Louis, the Southwest.

A dozen or so were congratulatory. But the rest, 190-plus, wanted to sign up!

We've successfully used ADVERTISING AGE to locate people many times before, but never with this blockbuster effect.

Maybe the ad was timed right, maybe it was in tune with the medium. Whatever the reason, it delivered.

Two hundred inquiries, 190 job candidates and a not-inconsiderable amount of trade talk. Here's one satisfied customer happy to tell you your magazine really has pulling power.

Richard M. Baker,
Vice-President, The Brady Co., Appleton, Wis.

• • •

'Extension' Policy Refunds Dissatisfied Subscribers

To the Editor: I read with great interest a news story in a recent issue of ADVERTISING AGE, that *Grit* had made refunds to its subscribers who had answered an advertisement for the Borg-Johnson radio.

Extension magazine, the national Catholic monthly, published by the Catholic Church Extension Society in Chicago, is also extremely happy to report that it has made 78 refunds of $5 each to subscribers who purchased radios through *Extension's* Borg-Johnson advertisement. These refunds started in July, 1958.

The refunds to *Extension* subscribers for Borg-Johnson radios do not represent any departure from our normal procedure, as *Extension* has always followed the policy of making a refund to any subscriber who is not satisfied with a product purchased through an advertisement in *Extension*.

Gerald F. Stack,
Advertising Director, *Extension*, Chicago.

• • •

Los Angeles Ad Managers Work for Mutual Benefit

To the Editor: The Los Angeles Advertising Managers Organization, formed about a year ago, wants to know if there are any other similar groups in the U. S. With membership limited to ad managers and executive personnel in firms purchasing advertising, AMO wants to exchange information and correlate organizational experience with clubs of a similar nature.

Since, to our knowledge, there are few if any similar groups, we have been devising our own methods and procedures. Meetings are mainly devoted to subjects suggested by the members and offer an opportunity to review all aspects of advertising on a realistic, unbiased footing with all statements and claims for techniques, media and methods open for discussion and even dissection by the members.

We feel that the ad manager is not adequately represented at the local level by any of the present clubs or associations and that much can be done to further his professional standing, company status and training.

Response and inquiries may be sent to Les Worden, AMO president, c/o The Knox Co., 1400 Caheunga Blvd., Los Angeles 28, Cal.

Les Worden,
President, Advertising Managers Organization, Los Angeles.

• • •

No Short-Name Agencies for Mead, Johnson

To the Editor: See in AA where Mead, Johnson & Co.'s institutional account, formerly with Wentzel, Wainwright, Poister & Poore, Chicago, now goes to Kastor, Chesley, Clifford & Atherton, New York, with a new product drug account to be assigned to Doherty, Clifford, Steers & Shenfield, New York.

In the event Mead, Johnson should ever want to float a stock issue, do you suppose Shields & Co. or Stroud & Co. or Baxter & Co. would have any chance in bidding against Merrill Lynch, Pierce, Fenner & Smith Inc.?

Ed Albaugh,
Albaugh & Associates, Chicago.

• • •

He's 'Broad' Minded, But . . .

To the Editor: Never let it be said that I'm not a bit "broad" minded myself, but wouldn't this gem qualify for "Advertising We Can Do Without?"

Granted, it is addressed to a male audience in *Sports Afield* (May '59), but . . .

Al Ametrano,
Copy Chief, Flack Advertising Agency, Syracuse, N. Y.

• • •

Trade Version

To the Editor: Isn't this incredible?

I understand it's also being used

"I have the biggest can... and the best can... and it costs the least..."
SAYS MISS BARBASOL
Barbasol
Presto Lather
79¢
Barbasol
11 oz. ONLY 79¢ • MENTHOL OR REGULAR

CONSUMER COPY—*Consumer version of the "biggest can" appeared in the May issue of Sports Afield, reader Ametrano reports.*

as consumer copy—on subway posters.

Lester Leber,
Leber & Katz, New York.

• • •

'Babes, Booze, Boobies' Linked to Sports Car Ads

To the Editor: Within a matter of days, three terrible foreign sports car accidents in these local hills claimed several lives. One ripped a man's arm practically off, opened it to the bone from wrist

Walter E. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

LETTERPRESS OR GRAVURE
DOTS OR HOLES
The same standard of reproduction applies whether it is engravings for letterpress or positives for gravure.
That standard is: *the best that can be done.*
COLLINS, MILLER & HUTCHINGS, INC.
letterpress
gravure
333 West Lake Street at Wacker Drive • Chicago 6.

"I have the biggest can... and the best can... and it costs the least..."
SAYS MISS BARBASOL
Barbasol
Presto Lather
79¢
MENTHOL OR REGULAR
Barbasol
11 oz. ONLY 79¢ • 6 oz. ONLY 59¢

INCREDIBLE?—*Here it is, as it appeared in Supermarket News, April 13 issue.*

to shoulder, and broke his wrist and elbow. He "got it" trying to get back on his own side of the street, after almost not making a curve. A whole string of these accidents is reported one after the other—but not always so serious.

The Lejon vermouth ad may provide a clue to this plethora.

Accidents occur from various causes, but babes, booze, and boobies in a Mercedes or a Jaguar, or any other fast thrilling sports car, is a swell formula.

With the *SEP* announcing the acceptance of liquor advertising just when U.S. alcoholic population is announced as having increased 25% in five years, and with the heavy-shouldered distillers forcing their way into more and more areas with bolder and bolder advertising, sentiment against this ill-advised industry will begin to crystallize plenty. Isn't temperate social drinking practically universal enough? Will these guys never be satisfied? Next thing will be ads picturing booze at high-school parties.

Many of us who like temperate social drinking in its place may decide that the only thing that can possibly satisfy the distillers is a totally alcoholic America.

Clyde Bedell,
Advertising Consultant, Los Altos Hills, Cal.

• • •

Call It a Teaser

To the Editor: You are so right. Words and pictures do belong together.

So do headlines and pictures—even in ADVERTISING AGE.

Which is why I was confused, at the glance level, to see the headline "Tired Blood" over the Creative Man's Corner, Page 74, your issue of March 23.

As an old fan of the "Lark's" copy—with absolutely no personal or commercial interest therein—I was prepared both from the headline and the lengthy lead-in, to see the whole concept panned.

So it wasn't until the final paragraph that I breathed a somewhat irritated sigh of relief—and found my own feelings about the copy reinforced.

Why not a headline, instead: "Words, too, can sing" or "Voice of the Lark?"

(Or do you call your headline a teaser?)

C. Peter Davis,
Public Policy Associates, New York.

• • •

Value? It's 'in Mind of Buyer'

To the Editor: Re the question raised by Mr. Woolf: "What is the meaning of value?" (AA, March 16). I believe I can answer that question by quoting an old and sage professor of economics, Dr. Carl V. Noll, under whom I had the privilege of studying. He often said: "Value rests in the mind of the buyer." Although not a definition, this statement, in my opinion, most accurately describes *value*.

What one may consider value another may not. When one purchases goods or services, more often than not, other than just a saving or fair exchange is involved. One is sometimes willing to pay considerably more for a premium. Prestige of a certain brand or product prompts many to buy.

On the other hand, some products to some people, for reasons known to themselves, are never considered *values* at any price. Therefore, to state in an advertisement that a product is a *value* at a certain price not only attempts to coerce the reader to buy the product, but also implies that his particular needs and desires are great enough to warrant his purchasing the product at that particular price.

James Spiliotis,
Batten, Barton, Durstine & Osborn, New York.

Британская Компания Воздушных Сообщений в Европе

BEA Служба в Москве
PROPOSED MOSCOW SERVICE

APPOINTMENT OF ASSISTANT TO MANAGER

BEA Runs Russian Copy

To the Editor: I enclose a cutting of a BEA advertisement, which recently appeared in the *London Daily Telegraph*, mainly in *Russian*.

Further attention (if it was necessitated) was attracted by a comment in one of the feature writer's columns.

C. A. Mascar,
London, England.

Goes Along with the Teacher

To the Editor: A friend of mine has just sent me a clipping from a February issue of ADVERTISING AGE. The clipping is from the section of the magazine called "Learning from Retail Ads" and is an article called "The Off Beat, All Type" ad.

My friend knew that we at The Ray Ewing Co. had used some "all type" ads and had created some interesting reactions in advertising, merchandising and feed trade circles with them. Although our original "See vs. Say" ad was released almost two years ago, the interest continues. In fact it is being featured in the current Sales Managers Idea Library, published by the National Research Bureau.

To keep our sales representatives in the field abreast of our advertising activities, we have made up a composite of some of the publicity and correspondence which developed as a result of the "See vs. Say" approach . . .

What my friend didn't know was that in my postwar evenings of studying advertising at U.C.L.A., the book used as our text was called "Creative Advertising," authored by your Mr. Clyde Bedell. It would seem that some of this man's fine thinking must have rubbed off along the way. Anyway, we have found it most interesting to note that "student" and "remote control teacher" share similar ideas as to the effective use of "Off Beat, All Type" ads.

Paul L. Krueger,
Advertising Manager, Ray Ewing Co., Pasadena.

• • •

How Does the Hammer Fall?

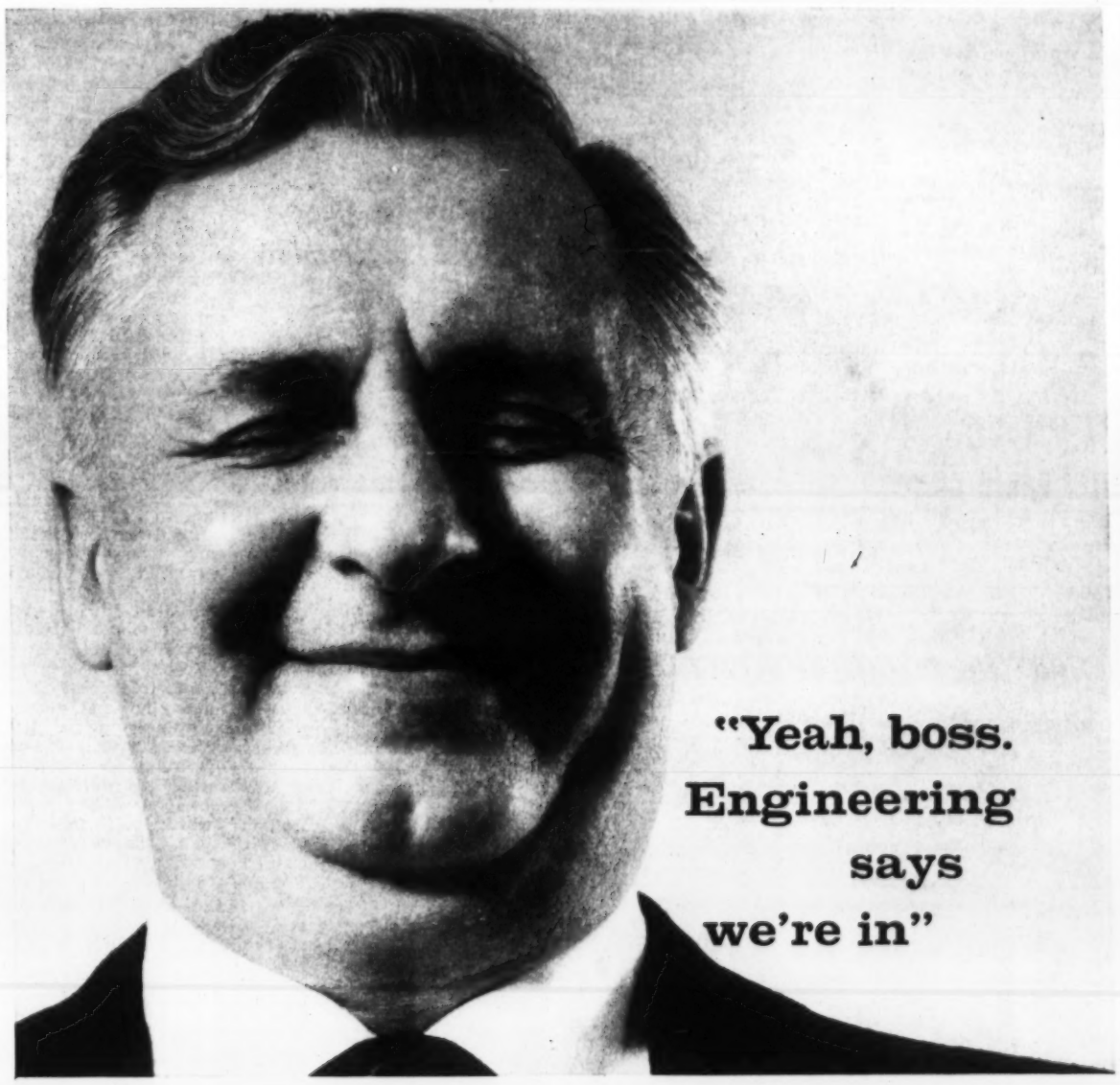
To the Editor: There's one in every crowd, they say. A spoilsport, I mean. And I guess I'm one, too . . . but the other evening as I was watching the Mark VII signoff of Jack Webb's "Badge 714" it occurred to me that I was one of millions of Americans who had half-dazedly watched the sweaty, brawny arm-and-hand descend with the formidable hammer and strike the lusty blow without really analyzing it and it occurred to me, on a little closer analysis, how unrealistic that sequence really is.

What I mean is this: Only a Hollywood or advertising-agency director would allow the hammer to fall to the left, and therefore *into* the chest or abdomen of the wielder. Anyone who has ever watched a mechanic or blacksmith tap or strike anything, would know that as the hammer comes off of the object after striking it, it naturally falls to the right and *away* from the body, preparatory to taking another lick at it, if necessary.

I don't know if any other killjoy has made this observation, or not. I hope not because it gives me a certain mental satisfaction to feel that I'm the first to take note of this inconsistency after so many millions have seen the sequence without realizing that here is one glaring booh-booh in the otherwise technically-accurate production.

Tom West,
Sparks, Nev.

How to get more business now



"Easy, fella. That's only half the sale."

The sales manager knows it takes two sales to get the business.

1. You have to get your product on the Approved List. Engineering or production or maintenance *and* purchasing executives are all involved here.

2. Then you have to sell *purchasing* on your company and your services – to get your share of the business.

One of the most effective ways to make *both* sales is to advertise regularly in PURCHASING, the methods magazine that for 44 years has helped industrial buyers in all phases of their work. This is the magazine they read for trends, background of the news, and for ideas on systems, inventory control, legal aspects of purchasing, and such important techniques as value analysis.

PURCHASING MAGAZINE
A CONOVER-MAST PUBLICATION

205 East 42nd Street, New York 17, New York
the methods and news magazine for industrial buyers

PURCHASING Magazine's ten full-time editors represent a full century of practical purchasing experience. They speak with authority. They are read with intensity.

J. P. McKinney Changes Name

J. P. McKinney & Son, New York, newspaper representative, has changed its name to Gannett Advertising Sales Inc. It remains at 30 Rockefeller Plaza. Another company, Everett & McKinney, New York, continues handling representation of Gannett broadcasting properties.

Hattwick Elected President

Melvin S. Hattwick, ad director of Continental Oil Co., Houston, has been elected president of the Advertising Club of Houston, succeeding S. K. Britt. Elected 1st vp is Alec Chesser, Houston Natural Gas Co., and 2nd vp is Delores Williams, McCann-Erickson.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

* QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill
SUperior 7-8288

Montgomery Johnson Reddy Mrs. Johnson

RELAXATION—*Guests at the Holiday Magazine reception at the St. Louis shoe show included Maid Marion Montgomery, account executive on the Vitality shoes account for Henri, Hurst & McDonald; A. L. Johnson, advertising director, International Shoe Co., and his wife, and Joe Reddy, Holiday Magazine representative.*

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings a share 1958	Earnings a share 1957
American Airlines	$ 317,240,000	$ 305,956,000	$ 16,030,000	$ 10,886,000	$ 1.97	$ 1.31
Anaconda Co.	523,139,782	570,768,841	33,862,492	44,008,349	3.16	4.23
Casper Tin Plate Co.	18,645,772	25,121,239	107,932	68,137	.29	.18
Ketchum & Co.	32,786,464	33,047,351	495,873	555,655	1.01	1.18
Safeway Stores Inc.	2,225,352,461	2,117,314,394	33,406,485	30,906,876	2.63	2.48
Stanley Home Products	58,365,488	53,704,329	2,629,229	2,852,835	4.57	4.99
Socony Mobil Oil Co.	2,932,793,784	3,018,347,706	156,785,712	220,432,894	3.24	4.63
Tidewater Oil Co.	552,944,000	594,386,000	2,616,000	34,937,000	—*	2.42
Vulcan Materials Co.	101,433,000	88,571,000	6,786,000	5,778,000	1.13	.92

* Not reported.

Medics Protest Volume of Direct Mail Ads, but They Follow Ads' Advice: Fitzsimmons

MONTREAL, April 28—Donald F. Fitzsimmons, head of the New York agency bearing his name, spoke before the Pharmaceutical Advertising Club of Montreal last week and told about his "Dr. F. test."

Mr. Fitzsimmons said he used the mail to question 63 physicians about pharmaceutical promotion. The doctors were selected at random under the Fs in the American Medical Assn. directory.

The most common complaint, he reported, was "too much direct mail." However, Mr. Fitzsimmons noted, past surveys have shown a wide discrepancy between the physician's regard for sources of product information and his actual selection of products. He jocularly invited advertisers in the audience to eliminate their direct mail entirely while his own clients continued their present volume. #

Carl Rompel Trained by Shaw

In the AA feature, "What They're Doing Today" (AA, March 23), in which past and present activities of business-management expert Arch W. Shaw were covered, one of the advertising executives listed as having been trained by Mr. Shaw was Walter Rompel, national ad director of the *New York Mirror*. This was in error. The Rompel whom Mr. Shaw trained was the late Carl Rompel, who was a cousin of Walter and who had been associated with the comic division of the Metropolitan Sunday Newspaper Group before his retirement and subsequent death in 1957.

Canada Sales Promoters Elect

Peter H. Whelen, director of merchandising and sales promotion, F. H. Hayhurst Co., has been elected president of the Canadian Sales Promotion Assn. Other officers elected are John W. Routh, Provincial Paper Ltd., vp; Eric Adams, Honeywell Controls Ltd., treasurer; Roy Sambrook, Smith-Corona (Canada) Ltd., secretary.

Paterson to Lewis & Gilman

Paterson Parchment Paper Co., Bristol, Pa., has named Lewis & Gilman, Philadelphia, to handle its advertising. The agency had been named to handle the company's public relations last January. The previous agency of record was Grant & Wadsworth, which went out of business last week (AA, April 20).

Rackle & Sons Names Howson

George Rackle & Sons Co., Cleveland, producer of precast concrete structural systems, has named Howson Advertising, Cleveland, to handle its advertising and sales promotion.

Better Programs Mean Better Sales—if TV Stations Aren't Greedy, C&W's Feniger Says

CINCINNATI, April 25—Better programming means better sales was the text of the address delivered here last week by Jerome Feniger, Cunningham & Walsh vp, to the Ohio Assn. of Broadcasters.

But Mr. Feniger attached a couple of significant "if's" to the statement. Better programming can result in better sales for the station and the advertiser, if the station doesn't succumb to one of the most ancient temptations—greed, he said.

"This is most evident when a station does create better programs that lead to better ratings and then jams them so full of spots that the advertiser's message (regardless of how well it's conceived, written and produced) never has a chance to penetrate the consumer's skull," the agency executive continued.

■ "I could cite chapter and verse from here to Coshocton about the triple, quadruple and quintuple spotting that's reported back to us. If any of you wants to kill the proverbial goose that's bringing the golden eggs to your antenna-strung hen house, just keep it up. I can guarantee you that the advertisers will start to go away," he said.

Later Mr. Feniger cited another grievance which one C&W account has against tv stations. He called this "no spotting" and said: "You'd be surprised at the number of reports that came back to us (from Jergens salesmen) about situations where our spots were scheduled but never ran. One of the most irritating situations in spot is where the agency must tell the station about an omission before the station tells the agency."

■ The second "if" mentioned by Mr. Feniger dealt with another area, namely, the local handling of the commercials. This is how he phrased it: "Better programming can sell more goods if you continually try to develop local talent who can deliver a convincing sales message. Frankly, most of my clients are afraid to send out live copy to a local station because they've seen too many cases where the copy is beaten to death by second-rate local talent. I think there's nothing more convincing to a local viewer than to see a personality he knows and has faith in deliver an honest selling message. Let's develop more competent local selling personalities and I think you'll find more live copy coming your way."

■ Mr. Feniger also touched on the role of syndicated series and tv tape in local programming. "Let's face it," he said, "syndicated shows are neither plague nor panacea. The good ones are good and the bad ones are bad. My only current feeling is that the bad ones can be pretty bad and that lots of stations seem to be programming them. I urge all of you to exercise your native good judgment when you analyze the syndicated product. Just because the show is sold in Ashtabula doesn't necessarily make it a good one for Akron.

"We currently buy and will continue to buy syndicated shows for our clients who need this form of local advertising support. Syndicated shows are merchandiseable, give the opportunity for minute announcements in prime time and can certainly sell. However, like everything good, it's best in its proper perspective . . . Let's have a little good judgment on where the syndicated properties are placed on your program schedule," Mr. Feniger said.

■ Mr. Feniger predicted that all stations will have one and probably two television tape machines within the next two years or so. "From the agencies' viewpoint, we see more and more of our network commercials going on tape," he said.

"Tape's easy, quick and reasonable in cost. From the current beginnings, it's certainly logical to assume that more and more spot commercials will be on tape in the near future. While the first steps will certainly be in major markets, it's sure to grow to the point to come where you won't be able to compete on an equal basis for national business unless you have video tape facilities," the agency man told the telecasters. #

Battle Named Exec VP of Ecoff & James

Donald E. Battle has been promoted to exec vp of Ecoff & James, Philadelphia. Mr. Battle, previously a vp, has been with the agency more than 12 years.

William J. Ecoff has been named to the new post of director of graphic arts of Ecoff & James. He formerly was in charge of the typographic division of Royal Electrotype Co.

W&L Names Malloy, Trager

Warwick & Legler, New York, has appointed John Malloy, formerly a vp and account supervisor of E. B. Weiss & Co., a vp and account supervisor on Seagram's V.O. and Golden gin accounts. W&L also has named James Trager, formerly a copy supervisor of C. J. LaRoche & Co., a copy group head.

S. S. White Names Towne

W. L. Towne Co., New York, has been appointed to handle advertising for the industrial division of S. S. White Dental Mfg. Co., New York. Hazard Advertising Co., New York, is the former agency

Carpender to Chesebrough

John N. Carpender, formerly with Burke Dowling Adams Inc., has joined Chesebrough-Pond's Inc., New York, as assistant brand manager for Vaseline brand products.

ADVERTISEMENT

Glenda the beautiful secretary

"I told the boss he could select my typewriter—if I could pick out his golf clubs. Guess who chose the typewriter?"

Makes sense for a secretary to select the equipment that she'll use herself. And it makes sense, too, to advertise your office products to these influential young women through the magazine they depend on for information. You can reach a paid circulation of 140,000 secretarial career women through . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

$250.00 REWARD
for
documented information relating famous 19th century Americans to OLD CROW...

"The Greatest Name in Bourbon"

History is where you find it. It may lie among long forgotten notes and letters in an attic trunk . . . in a collection of old newspapers . . . or in a biography or novel you may be reading today. These are the raw materials of history by which such famous men as Daniel Webster, Henry Clay and Mark Twain have been linked with Old Crow. Should you find and be the first to contribute other historical facts about Old Crow, which we accept, your reward will be $250.

Awards of $250.00 have already been paid for the following information . . .

O. HENRY—A dozen owner sent us a letter from a bartender, who personally served the famous author with O. Henry is quoted as calling Old Crow "superb."

ANDREW JACKSON—A student found an old Chicago newspaper article which quoted Andrew Jackson as praising Old Crow in the highest terms.

JACK LONDON—A source found a news article stating that London prepared a toast to his friend Mark Twain, "Here's to Old Crow—it's the best!"

GOV. B. LETCHER—A scholar uncovered an 1846 letter advising Orlando Brown, "Never open your mouth unless it is to swallow a bumper of the drop of the Old Crow."

OLD CROW

Please send letters describing the historical fact or facts about Old Crow which you have discovered to the OLD CROW HISTORICAL BUREAU • 149 MADISON AVE., NEW YORK, N.Y. *who shall be sole judges of the acceptability of data submitted.*

REWARD FOR RESEARCHERS—*This National Distillers Products Co. $250 reward offer to amateur historians will appear in May issues of The Atlantic, Harper's magazine and the Saturday Review. Lawrence Fertig & Co. is the agency.*

BUBBLE-UP—*Coca-Cola Bottling Co. of Los Angeles is introducing a lemon-lime drink called Bubble-Up. Here Stan Freberg records a jingle created for the $125,000 six-week introductory campaign which has theme of "Bigger-Than-King-Size" bottles. Carson/Roberts is the agency.*

TV Programming to Use More Tape as Costs Drop: Meighan

NEW YORK, April 28—In two or three years, between one-third and two-thirds of all original television fare will be produced on tape, Howard S. Meighan, president of Videotape Productions, New York, predicted in a speech before the Radio & Television Executives Society here last week.

The cost saving in taping commercials indoors seems to be between 25% and 50% in comparison with film, Mr. Meighan added. This saving will be even greater in the future, since the cost of tape is expected to be reduced by about 50% within the next five years, he said.

Mr. Meighan based his estimate of the heavy future use of tape on his anticipated development of an editing technique which he calls the sequence system. "In a manner not now feasible in live or filmed television," he said, "the sequence system of production could allow, for instance, for a four-camera continuous take on tape.

"Outdoor sets like those used in westerns," Mr. Meighan said, "will be wired for permanent tv camera outlets at strategic points." This will enable mobile camera and tape units to record a continuous sequence as the scene shifts from a stationary setting to one involving rapid movement, he added.

■ "A tv show will in the future consist of an assembly of indoor and outdoor sequences, rather than one continuous live studio take, or bushels of film takes," Mr. Meighan pointed out. Writing for the sequence system, therefore, will have its own special characteristics to allow for the mobility of cameras and tape units, he added.

3 Four A's Regions Elect Elton, Redpath and Gunn

The eastern, east central and central regions of the American Assn. of Advertising Agencies have elected officers. Wallace W. Elton, vp of J. Walter Thompson Co., New York, has been elected chairman of the eastern region. David Ogilvy, president of Ogilvy, Benson & Mather, was elected vice-chairman, and John Mather Lupton, president of John Mather Lupton Co., was reelected secretary-treasurer.

W. Stanley Redpath, exec vp of Ketchum, MacLeod & Grove, Pittsburgh, was elected chairman of the east central region. Colin Campbell, exec vp of Campbell-Ewald Co., Detroit, was chosen vice-chairman, and C. M. Robertson Jr., president of Ralph H. Jones Co., Cincinnati, was elected secretary-treasurer. Alexander H. Gunn III, vp of J. Walter Thompson Co., Chicago, is the new chairman of the central region. William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, is the new vice-chairman, and Larry Wherry, president of Wherry, Baker & Tilden, is secretary-treasurer.

Nixdorff-Krein Names Padco

Nixdorff-Krein Co., St. Louis, manufacturer of certain agricultural hardware products, has appointed Padco Advertising, St. Louis, to handle its new product advertising and sales promotion publicity.

Information for Advertisers

A study of Milwaukee shopping habits released by the **Milwaukee Journal** indicates that downtown is still Milwaukee's leading retail area for all kinds of shoppers, although other areas are luring more of downtown's regular customers. The findings are summarized in "Greater Milwaukee Shopping Habits," a 38-page book. For further information write Court R. Conlee, promotion manager, *Milwaukee Journal*, Milwaukee 1.

• A list of more than 200 names, with addresses, of companies founded in 1919, 1920, 1934 and 1935 is available from **Etna M. Kelley,** 647 Hudson St., New York. The new list was prepared in response to demand for names of companies celebrating, or about to celebrate, 25th anniversaries, and celebrating, or about to celebrate, 40th anniversaries. The price is $5.

• "Cinema Laboratories 1959," listing film companies, is available from Dudley Spruill, secretary, the **Assn. of Cinema Laboratories,** 1226 Wisconsin Ave., N.W., Washington 7. A single copy is $1; 10 copies, $5, with price going down to 30¢ a piece for 40 copies or more.

• **Dot Engravers Inc.,** 600 W. Van Buren St., Chicago 7, has prepared a booklet entitled "Photocomposing." Using photographs taken by Art Sinsabaugh on a trip to southern France to the country of Paul Cezanne, the booklet shows how photocomposing can make costly jobs simpler and less costly with slight modifications of the layout. The booklet, in full color, is available on request to Art Sinsabaugh, advertising manager of Dot Engravers.

• The Rounsaville radio stations, beamed at Negro markets, have prepared a market data booklet covering the areas they serve. Copies are available from **Rounsaville Radio Stations,** 3165 Mathieson Dr., N.E., Atlanta 5. The stations are WCIN, Cincinnati; WLOU, Louisville; WMBM, Miami-Miami Beach; WVOL, Nashville; WYLD, New Orleans, and WTMP, Tampa.

• The **Junior Panel Outdoor Advertising Assn.** has prepared a book listing the rates for its members. For information on receiving the book, write F. W. Holm, secretary, Junior Panel Outdoor Advertising Assn., 8600 E. 77th St., Kansas City 33.

• **Newsweek** has released its latest findings on the appliance market as part of its continuing survey of consumer buying plans. The study points to a strong upturn in appliance buying in the first half of 1959. For detailed reports, write Andrew Cullen, director of research, *Newsweek*, 152 W. 42nd St., New York.

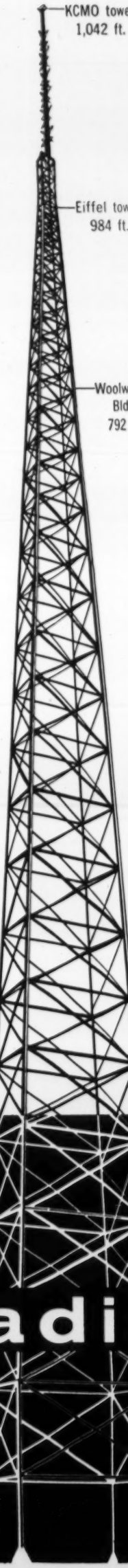
• A comprehensive study of the urban Negro's buying habits and demands for alcoholic beverages has been compiled by **Ebony.** The study, which includes major factors influencing demand in 15 major markets, is representative of the urban Negro demand in the U.S. The 78-page booklet, entitled "What's Selling in the Urban Negro Alcoholic Beverage Market," is available through Johnson Publishing Co., 1820 S. Michigan Ave., Chicago 16.

• "51" reasons why advertisers should use international media are reported in a new booklet, "How Advertising in International Media Moves Goods," available from **Newsweek.** Copies may be obtained from Laurence C. B. Laurie, international advertising director, *Newsweek*, 152 W. 42nd St., New York.

• A technique for mailing list selection in direct mail selling is described in a booklet, "Finding the Buying Power Lists for Your Product," just published by **Planned Circulation,** mailing list broker. It is written by David W. Margulies, president of Damar Inc. and the Around-the-World Shoppers Club. It is the second in a series on mailing lists in direct mail. The series is available free of charge from Planned Circulation, 19 W. 44th St., New York 36. #

CBS Signs 6 in Michigan

CBS Radio, which is losing WJR, a 50,000-watt Detroit station as a result of its switch to a barter type operation, has signed six Michigan stations as new affiliates effective May 24. They are WKMH, with studios in Detroit and Dearborn; WKMF, Flint; WKHM, Jackson; WSGW, Saginaw; WHLS, Port Huron, and WLEW, Bad Axe. The network expects to add still more Michigan stations soon.



In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV *and* KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO Radio 810 Kc. with a 50,000 watt signal—makes it Mid-America's most powerful station.

represented nationally by The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines

Print Ads in Britain Hit New High Despite Gains of TV, Says 'Review'

$288,849,173 Is '58 Total; TV Rises 50%, Hitting $134,612,800

LONDON, April 28—Measured print advertising in Britain exceeded the £100,000,000 ($280,000,000) level for the first time ever in 1958, according to the *Statistical Review of Press Advertising*.

The publication recorded a total press expenditure of $288,849,173 for the year. This was an increase of 7.2% over the total of $271,362,691 recorded in 1957, which was up 4.6% over the previous year.

"By and large, then," the *Review* said, "1958 was far from being a bad year for the press, especially taking into consideration the competition from commercial television and the large amount of new money which has been found for advertising in that medium.

"A contributory factor to so good a showing in 1958 is that, for the first time since 1954, the year has passed without any events—strikes or political stir-ups—which might have affected adversely the volume of advertising."

■ The *Review*, whose sister publication records tv expenditures, put the 1958 take of British commercial television at $134,612,800. This was up 50% above the 1957 total of $89,660,800.

"Commercial television progressed even more notably in 1958," the *Review* reported, and the final recorded total was "considerably more than our estimate of $126,000,000 made a year ago.

"For 1959, a further rise of 20% to 25% would be a reasonable expectation, with $168,000,000 an upper limit. The period of initial rapid growth seems to be nearing completion, with the situation becoming a more stable one as time goes on.

"From the point of view of selling time, conditions have already become more competitive, and it will be interesting to see what will happen if a second commercial network is initiated in the next few years," the publication commented.

■ The *Review* does not set out to record all print advertising, but it takes account of most advertising in all London and provincial morning and evening newspapers, Sunday newspapers and popular magazines. It also includes a large selection of provincial and suburban weekly newspapers, most special appeal magazines and a wide range of trade and technical publications.

In previous years, its annual total has represented about 63% to 69% of the total expenditure for print advertising, as estimated by the Advertising Assn. On that basis, Britain's total print bill for 1958 would be around $444,360,000.

Significant, according to the *Review*, was the fact that the annual rate of increase in recorded press expenditure moved forward more strongly last year after a steady decline from 1953 to 1957. The percentage of increase dropped from 25.3% in 1953 to 20.6% in 1954, 18.9% in 1955, 7.2% in 1956 and 4.7% in 1957, before climbing again to 7.2% last year, it reported.

■ "We can hope for a further expansion this year," the *Review* said, "with a total for 1959 approaching, and perhaps exceeding, $308,000,000, assuming no untoward political or economic developments."

The *Statistical Review* carried a list of some 1,400 advertisers which spent $28,000 or more in 1958 in print media. No attempt was made to compute one aggregate figure for giants such as Unilever, Shell and Imperial Tobacco, which have numerous subsidiary companies.

The following are the 15 advertisers with expenditures in excess of $1,000,000 during 1958 (with their agencies listed in parentheses):

Gallaher—tobacco products (Service)	$2,240,593
C & A Modes Stores (Direct)	1,708,000
Player—tobacco products (John Haddon, EWRR, Legget Nicholson)	1,708,000
Ford (Rumble, Crowther & Nicholas)	1,570,836
Gas Council (London Press Exchange, C. P. Wakefield, Hedley-Byrne, W. H. Gollings)	1,515,662
B. P. Oil (S. H. Benson)	1,468,367
Shell Oil (Mather & Crowther)	1,456,266
British Railways (Direct)	1,398,995
Kellogg (J. Walter Thompson)	1,360,178
Wills—tobacco products (S. H. Benson, John Hobson, Masius & Fergusson, O'Kennedy-Brindley, Foote, Cone)	1,336,250
Persil—Lever soap powder (JWT)	1,308,852
Surf—Lever detergent (Lintas)	1,073,838
Stork—Lever margarine (Lintas)	1,063,502
Lucozade—glucose drink (G. S. Royds)	1,034,550
Lewis' Department Stores (S. C. Peacock)	1,029,809

Four Join Charles Schlaifer

Charles Schlaifer & Co., New York, which recently disclosed plans to open a West Coast office headed by James Raker, has made several additional appointments. They are Mischa Kallis, advertising art director; John Van Orman, associate art director; Edward Greenberg, copy head, and James J. Christie, business manager. Mr. Kallis has held the same title at Universal-International Pictures for 15 years. Mr. Van Orman, a veteran motion picture art director, opened his own studio eight years ago. Mr. Greenberg was creative head of the motion picture department at Foote, Cone & Belding, Hollywood, and Mr. Christie has been business manager of the U-I advertising-publicity department for the past 20 years. The office is located at 3880 Lankershim Blvd., Universal City, Cal.

NOW
more homes read
the Evening Eagle
In Wichita than any
other newspaper!
70,821*
actual Count
up to Apr. 13, 1959
CITY CARRIER DELIVERED
A tremendous wave of public approval for the Evening Eagle has taken place within recent weeks.
Eagle carrier delivered circulation on April 13, 1959 stood at a saturation level in the Wichita city zone as follows:
Evening Eagle 70,821
Morning Eagle 70,527
Sunday Eagle 79,857
The Evening Eagle leads the Evening Beacon (city delivered) by 20,000 homes.
Total Evening Eagle City Zone and Retail Trading Zone Circulation 77,282.

The Wichita Eagle, Wichita, Kansas—represented by O'Mara & Ormsbee

Furth Russell Trudeau Ring Frankel La Vant Jackson Hutchings Kreer Rohrsen Melville Stewart Irons Lawler Webb Nunn

SIZZLING ADMEN—*The Chicago Federated Advertising Club co-sponsored with Chicago Unlimited a gridiron dinner on April 27 at which Chicago admen were spoofed. Among those watching themselves being kidded were Joe Furth, Erwin Wasey, Ruthrauff & Ryan; Clarence Russell, Klau-Van Pietersom-Dunlap; Clarke Trudeau and Larry La Vant, Laurence Inc.; Ken Ring, Wesley Aves & Associates; Jones Frankel, Jones Frankel Co.; Bob Jackson, Kenyon & Eckhardt; Tom Hutchings Jr. and Earl Melville, Hutchings & Melville Co.; Bo Kreer, Clinton E. Frank Co.; Eldon Rohrsen, Tatham-Laird; G. C. Stewart, National Safety Council; Wesley I. Nunn, Bob Irons and Bob Lawler, all of Standard Oil Co.; John Webb, Magill-Weinsheimer Co. Mr. Irons was chairman of the dinner.*

Preparation H Ads May Cost '7 or 8' TV Stations Code Seal of Approval

(*Continued from Page* 1)

eight.

This is the first of a series of citations; similar action is expected against other offenders as soon as their cases can be processed. More than 300 stations subscribe to the code. The NAB will soon begin stepping up its monitoring of station schedules to check violations; the monitoring is done for NAB by Broadcast Advertisers Reports.

■ The case of Preparation H, advertising for which is placed by Ted Bates & Co., one of the biggest agencies in spot tv, clearly has split the industry wide open. Dan Rodgers, Bates senior vp, reports that 142 stations are now carrying these commercials which cite "hospital tests" and "doctors' reports" and claim to "shrink hemorrhoids without surgery." Most of the spots are aired after 9 p.m.

Mr. Rodgers said about 15 stations canceled the spots or notified the agency that they were canceling since the code board reaffirmed its adverse ruling on hemorrhoid treatments earlier this year. He said these cancelations are not sufficient to present any major problem. He pointed out that there are 108 stations, in addition to the 142-station current lineup, which have said they would accept an order for this business.

■ Bates reportedly sent its representatives out on the road to try to line up some reluctant markets, such as Boston and Baltimore. The agency denies it tried to get clearance for Preparation H by offering business for any other brand.

The Bates agency noted that essentially the same copy approach used on tv has been accepted by more than 1,200 newspapers and 300 magazines. Four newspapers, the *Baltimore Sun, St. Louis Post-Dispatch, Buffalo Evening News* and *Washington Post,* have refused the copy.

In Baltimore, the Hearst paper, *News-Post,* carried Preparation H ads, but the Hearst tv station, WBAL-TV, turned them down following a code board warning after having accepted them initially, according to the agency.

■ Both factions see this as a matter of principle. The code board, which is adopting a firmer attitude under its new chairman, Westinghouse's Donald McGannon, takes the position that if the code is to have any meaning, it must be obeyed.

Bates sees the issue as a question of whether a tv station shall be able to make a decision as to what is proper for its audiences. Bates has argued before the NAB, individual stations and elsewhere that these commercials do not violate the code. It quotes four major portions from the code to back up its stand; it cites the "integrity of the advertiser, the truth and good taste of the advertising" and lack of complaint from any substantial segment of the public during three years and eight months of tv advertising for Preparation H.

■ Bates' statement of its position notes that broadcasters operating within the code have approved advertisements covering such personal problems as body odor, toilet tissue, kidney malfunction, facial and body hair and constipation.

The attitude of Bennett Korn, general manager of WNEW-TV, New York, is typical of the telecasters who accept this advertising. Mr. Korn told ADVERTISING AGE he carries the whole Whitehall line in late night spots and will continue to do so. "We'll resign if the NAB makes an issue of it," he said. "We don't consider these commercials in bad taste." #

Firestone Shuns Offer to Tape 'Voice' TV Show

(*Continued from Page* 1)

than a network show because of small distribution and problems resulting from the show being seen at various times in various markets.

■ KTTV indicated tv tape facilities are now available in about 40 markets. Mr. McGinness said "Voice of Firestone" is now seen in about 90 markets over the American Broadcasting Co. network. He added that an official answer to the proposal, which KTTV sent to various company officials, has not yet been made.

Mr. McGinness said no decision has been made about what will happen to the ad money which used to go into the tv show, but said the company may stay off tv for a year, or until a show with the "quality" appeal of "Voice" can be found. "Tv has been very good to us," he added. #

NC&K Collects $99,550 from Pabst in Suit

(*Continued from Page* 1)

station credits.

Efforts to collect the billing by normal methods had failed; after suit was insituted Jan. 21, Pabst took delaying action, contending that questions of credits and disposal of old art work were unresolved.

On March 23, Leonard Bisco, of Newman & Bisco, NC&K's attorneys, moved for a summary judgment. The motion came before the court April 11, the defendants got a two-day postponement, and on April 13, before the motion was argued, paid $99,550.25. Mr. Bisco moved for interest on the delayed payment, and the judge has not yet ruled on the interest claim. #

U.S. May Probe Ad Tax Deductibility, Mills Tells ANPA

(*Continued from Page* 1)

up our minds as to whether or not a particular piece of advertising is an ordinary and necessary business expense."

His letter was in reply to ANPA's request for a congressional study of current rulings by the Internal Revenue Service and courts disallowing ads dealing with controversial issues. The dispute came to a head recently when the Supreme Court upheld a tax decision which prevents beer and liquor wholesalers from taking a tax deduction for ads which are used to fight a dry-law referendum.

■ "It may be that this practical problem of deciding what type of advertising is really a business expense will require some further congressional study and possibly legislation," Rep. Mills wrote. "I do not believe that the legislation would go in the direction of guaranteeing deduction of all advertising expenditures."

Tully Heads FC&B's Western Operations as Bailey Resigns

LOS ANGELES, April 30—Richard W. Tully, senior vp in charge of Foote, Cone & Belding's operations, has taken charge of the agency's western offices following the resignation of Arthur A. Bailey, senior vp in charge of the western operation.

Richard W. Tully

Other top management figures in the West are unaffected. Nelson Carter, a vp, continues as general manager of the Los Angeles office and John R. Little, also a vp, continues as general manager in San Francisco. Both now report to Mr. Tully.

■ Mr. Tully, who has been with the agency for 13 years, became general manager of the Chicago office in September, 1957, at which time he was also elected to the agency's plans board. On Jan. 1 of this year he took over as chairman of the agency's newly created national operations committee. He will continue in that post.

Mr. Bailey joined FC&B in Los Angeles in October, 1957, as director of account management, and became vp in charge of the Los Angeles office in March, 1958. Later he took charge of operations of both western shops. He has not revealed his plans for the future.

Before joining FC&B, Mr. Bailey was exec vp of the Marschalk & Pratt division of McCann-Erickson, New York, and earlier was president of Ward Wheelock Co., Philadelphia. #

Becker Defends Corporate Image Against Scoffers

(*Continued from Page* 1)

struck back with his book, "The Huckster's Revenge," urged a little more *espirit de corps* among admen.

"Let's be sure we understand and believe in business and in advertising," Mr. Manchee pleaded. Then, "let's be quick to defend against ridiculous and unfair charges of business and advertising." Nor should admen hesitate to admit the deficiencies of advertising, he continued.

"Isn't it high time we took this message, couched in positive tones, to the American public?" he asked.

■ A special news report on advertising around the world was presented by Matthew J. Culligan, exec vp in charge of NBC Radio. Mr. Culligan filmed his speech, which included closed circuit audio pickups from NBC correspondents around the world, when he was unable to attend the meeting because of a previous speaking engagement.

• From Washington, David Brinkley noted that "many of advertising's techniques are used both in selling American policy abroad and in promoting our parties and congressmen at home."

• From Berlin, John Rich reported that the "advertising business in West Germany is booming and budgets are up three times higher than ever before.

"Advertising men tell me they don't have the problems that you fellows in the States have," he said. "Germany has snapped back industrially, but most of the production has been going into export. Now the Germans themselves are starting to get some, but advertisers here don't stress the luxury angle of things. They have to convince the people first that such things as refrigerators or automobiles are necessary. They don't play up the chrome or the foam rubber cushions in the car, but stress that a car helps them in their work and enables them to get around faster."

Advertising, Mr. Rich said, has helped to sell the German women on wearing hats. One of the biggest advertising categories is the brewing industry. "You'd hardly think that would be necessary," Mr. Rich added.

• From Tokyo, Cecil Brown noted that the "atom bomb put Japan in the advertising business. Before Japan's defeat, almost everything was made for the military. With no consuming public to consider, there was almost no advertising. But the Japanese, being frenzied imitators of everything American, are now frantically producing, selling, buying and advertising everything new, usable, edible, frivolous or comfort-making."

He listed the biggest advertisers, in order, as an electrical appliance company, a candy-maker, a soy bean sauce manufacturer and a brewery. Cigarets, a government monopoly business, are seldom advertised in Japan, it was pointed out.

"Most advertising goes into newspapers," Mr. Brown said. "Second are outdoor billboards. Then comes radio and television, but tv is making the biggest gains. American advertising techniques are imitated to the hilt. But there's no effort to persuade a person to buy a product for social distinction. Everybody is supposed to be equal in the new Japan."

• From London, John Chancellor observed that some British ads look very American, though the British restraint has been retained. The favorite magazine layout is a full page color photo with a few words at the bottom.

"In newspapers, exhortations are in big type and comic strip playlets point out the usual moral that the girl can get the guy if she doesn't remind him of a locker room," he said.

"They use more posters here and the milk people are having tremendous success with a four-word poster reading, 'Drink a-pint a-milk a-day.' In commercial television, the sale is soft. On BBC Radio, of course, no sales at all. And with the old established products, the emphasis is on the quiet approach. Players asks you to buy their cigarets because 'They taste better' and Rolls Royce says simply, 'The best car in the world'," Mr. Chancellor continued.

• From New York, Mr. Culligan managed to work in a good word for his company in discussing the ad trends in America, where he noted that "advertisers have learned to take advantage of NBC Radio's versatility." The speed of the medium appeals to buyers like A&P coffee and United Fruit, which met critical situations by ordering campaigns on Friday afternoon for the following Monday. Block and segment programs and a great variety of commercial lengths have been helpful to advertisers, Mr. Culligan said.

The Atlanta institute is sponsored by the Atlanta Advertising Club in cooperation with the Art Directors Club of Atlanta and Emory University. #

'Rin Tin Tin' to Rerun

"The Adventures of Rin Tin Tin," which is completing its fifth year on ABC-TV, New York, under the sponsorship of National Biscuit Co., has been sold in a rerun agreement. Along with two other kid shows, it will be run on ABC-TV in the 5:30-6 p.m., EST, time slot which the "Mickey Mouse Club" will vacate Sept. 28 after a four-year stay. "Rin Tin Tin" is slated for Mondays and Fridays, a new cartoon strip, "Rocky and his Friends," is scheduled for Tuesdays and Thursdays and the Wednesday spot is set for "My Friend Flicka" reruns. The ice breaker sale on these shows was made to General Mills, which bought four quarter-hours weekly. The buy was made through Dancer-Fitzgerald-Sample.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

ART DIRECTOR FOR MIAMI, FLA.
We are looking for a professional who can create fresh, imaginative layouts for consumer and industrial ads, collateral material. If you are not afraid of hard work, want to grow with young management, have unusual creative ability, send resume and samples in confidence to **Leeds-Hurwitz Adv. Agency, 600 Dade Comnwith. Bldg., Miami 32, Fla.**

MOLENE
Editors .....Public Relations
Copywriters .....Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ACCOUNT EXECUTIVE—NEW BUSINESS MAN PITTSBURGH AGENCY
Must know consumer copy, sales promotion and be a good contact and new business man. This is a superb opportunity in a small but successful agency for an all round agency ad man with a flair for copy and an ability to sell prospects and clients. Good starting salary, a share in the profits and a future bounded only by your own limitations. Write fully including salary requirements.
Box 2476, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

LAYOUT ARTIST
For Growing Pittsburgh Agency
Must have agency experience and ability to do crisp imaginative modern layouts. Good salary and unusual incentive set up. Reply stating age, experience, salary required and include samples which will be returned.
Cavanaugh Morris Advertising,
948 Greentree Road, Pittsburgh 20, Penna.

OUTSTANDING OPPORTUNITY FOR EXPERIENCED ADVERTISING SALESMAN
For Number 2 spot in LOCAL DISPLAY DEPT. Must be experienced in SELLING, PROMOTIONS, LAYOUTS and COPY WRITING. Prefer a family man that is now employed in competitive market on second paper. Fair salary plus liberal commissions for right man. Applications confidental. Complete details to Joseph C. Sharpe, Miami Beach Sun, P.O. Box 180, Miami Beach 39, Fla.

COPYWRITER WANTED
Surge of new business creates excellent opportunity for talented copy man. This is a fairly young agency, peopled with energetic, ambitious individuals who believe in each other and in their future together. We need someone who is creative and capable in both industrial and consumer copy. Minimum experience 5 years, at least 3 of them with an agency. Age range, 25-40. We are open on salary and do not intend to let a few dollars stand in the way of getting the person we want. Write in confidence to **W. G. Rowe, Richard Lane & Company, 4534 Wornall Road, K.C. 12, Mo., outlining experience and salary needs.**

ACCOUNT EXECUTIVE AGENCY MANAGER
Tremendous oppty for one who controls some accounts to reestablish inactive agency which has offers to handle two important accounts.
Box 2477, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST. AD. MANAGER
Challenging opportunity as Asst. Ad. Mgr. for Pittsburgh industrial company with $100 million yearly sales. Creative writing ability with knowledge of production techniques essential. Should be 25-35 years old with at least 5 years experience in industrial advertising. Excellent starting salary and growth potential. Give full background, including salary requirements and availability.
Box 2478, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ARTIST WITH IDEAS
Publisher of unusual Christmas Cards has immediate place on staff for artist who can help generate ideas, translate roughs into Christmas Card designs, execute comprehensives and finished artwork for reproduction. Interesting variety of work. Excellent opportunity to advance. Enjoy life in congenial city of 40,000 on chain of lakes noted for fishing, hunting, boating. Low cost living. No commuting. Apply by letter only giving full details of experience, education, age, family status, salary expected. **Personnel Manager, Miles Kimball Co., Oshkosh, Wis.**

HELP WANTED

COPYWRITER-ADV. ASSISTANT
Adv. agency wants young creative writer with agency experience. Knowledge of promotion, layout, production. State full experience and salary.
Box 2479, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG SPACE REP—Trained man wanted as key account salesman for major map publisher. Will call on all types of businesses, mainly New York. If you like making 10-20 calls a day, this represents a real opportunity. Send brief letter and resume; we'll reply to everyone.
Box 2480, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE COPYWRITER WANTED
Medium size Chicago agency offers excellent opportunity for growth and recognition.

Must be able to develop sales programs, write catalogs and literature, sales promotion presentations, merchandising collateral, and help develop national campaigns. Experience in hard goods, agricultural and food experience desirable.

Please write fully complete advertising history, personal data and references. Replies held in strict confidence. Write
Box 2481, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GROWING SOUTHWEST AGENCY needs exp'd A/E strong on contact, layout, copy. Wonderful climate; congenial associates; good oppt'y. Reply with complete resume including salary requirements to
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200 E. Illinois St., Chicago 11, Illinois

TRADE ASSOCIATION, FOOD FIELD, Chicago, needs capable young man with ability to develop and write material for bulletins, releases and promotions. Splendid opportunity. State age, educational background, experience, marital status, salary requirements. Include references, samples of work.
Box 2483, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING PRODUCTION ASSISTANT. Work for leading trade magazine. Salary commensurate with experience $65 to $85. Send resume.
Box 2484, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

ADVERTISING
openings
BETTER JOBS FOR BETTER MEN!
BETTER MEN FOR BETTER JOBS!
Call **Fred Johnson**
Formerly, **Western Mgr., American Mag.**
DOROTHY DOCKSTADER
EMPLOYMENT CONSULTANT
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Open Letter to an Advertising Pro:
WHERE WILL YOU BE A YEAR FROM NOW?
We're a solid Chicago agency, growing fast, with a knack for giving clients more than they expect. We need a copy-contact man who keeps his eye on the problem at hand without losing sight of the whole picture. We don't want anyone in search of a comfortable rut. We do want a man who can plan and execute advertising programs for a wide range of products, technical as well as consumer.

We're willing to be convinced that you're the thoughtful kind of person we're looking for. Send us a resume, including samples, to
Box 2497, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY SUPERVISOR, happy creative climate. Heavy fringe benefits. Midwest. **$20M**
ADV. & SLS. PROM. MGR., industrial. Growth situation in div. of major company. to **$12M+**
MKTG. & SLS. PROM. SUPERVISOR, insurance exper. 28-35. Some sales background helpful. **$10M**
SLS. PROM. WRITER, heavy appliances. Young. **$10M**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

MANAGING EDITOR WANTED
Grocery trade paper experience preferred. Swift writer with good knowledge of production. Up to $6,200. New York location. Box 512, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

CREATIVE ART DIRECTOR

We are a nationally-known Boston liquor firm and need a young, but experienced creative designer of labels, shipping containers, displays, and other P.O.P. material. Must be versed in all the detailed art and production processes required to produce such materials from rough sketch to finished art. For a young man with the right talent, this position offers challenge and an opportunity for growth with good financial and aesthetic reward. You'll work in Boston with top management in our Sales and Advertising Departments. Send résumé with details of present and previous assignments. Include present salary needs. Boston or New York interviews arranged. Box 514, Advertising Age, 630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

ADVERTISING, SALES PROMOTION MANAGER
Strong creative man capable of developing and following through aggressive, hard-hitting Advertising-Sales Promotion programs. Creative writer. Able administrator. 10 years consumer and industrial experience. Desires medium size manufacturer. Chicago area preferred, but will relocate for right opportunity.
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200 E. Illinois St., Chicago 11, Illinois

I CAN'T OFFER EXPERIENCE . . . but the commodity of experience is conspicuously absent in all beginners . . . even those of us graduating in June with a B.S. in Journ. (Ad Major). I'm looking for a company willing to offer a job to a guy whose main interest is industrial advertising. For that company I CAN OFFER an honest desire to learn . . . and to produce. Location not important, Military Service served. Single. Age 25.
Box 2485, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Personable, aggressive & imaginative Sales Representative with selling experience on trade papers in Electronics, Power, School & Building field seeks top-flight position. Interested in connection with Publishers Representative firm, or with Publisher having definite growth potential. Resume sent on request.
Box 2486, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We offer TRADEMARK, PACKAGING & PRODUCT DEVELOPMENT . . . . . creative research and design, by top talent freelancers working as a co-op
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200 E. Illinois St., Chicago 11, Illinois

Creative-SPACE SALESMAN-Personable Thirteen years experience. Presently with top national magazine 7 years. Former experience—national staff N. Y. newspaper 6 years. Excellent agency and client contact on package, industrial and general service accounts. Thorough merchandising, promotional, distribution and research understanding—$15M calibre. Will relocate to South—like those crazy magnolias.
Box 2488, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Advertising and Sales Promotion Director 18 yrs. experience in appliances, public utility and newspapers with advertising, sales promotion, sales training, agency liaison, surveys, analysis. Proven ability to lead, create and follow through. Excellent public speaker. Relocate.
Box 2489, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

If you're looking for copy talent! Let me show you my samples. Broad experience.
Box 2490, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DRUGS-COSMETICS AD. MGR.
Acc't exec with prominent N. Y. proprietary drugs and cosmetics agency wishes to move to client side. 15 yrs exp. Creative; excellent writer; good administrator; proven sales record. $22,-000
Box 2491, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

SPACE MAN OR ADV.-PROMOTION EXEC
16 yrs. solid exp. all phases, trade and consumer. College grad; fast-moving; stable; strong leader or cooperative team worker. Anywhere. Send for resume **now** .
Box 2492, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CREATIVE ARTIST-ART DIRECTOR seeks interesting, responsible position-agency or other-preferably in South or West. 14 years agency & direct mail experience. Fresh, smart layouts; solid production background; capable of client contact. Personable, attractive woman, 30's. Degree. For full resume write
Box 2493, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSTRUCTION TRADE PAPER PROM. Now Asst. Prom. Mgr. Top background NYC in prom., mktng., resrch. MBA-30-marr'd.
Box 2494, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING & SALES PROMOTION 10 yrs. in Advertising, Sales Promotion, Merchandising. Experience with top corporations. Univ. grad.: Creative: Administrative. Age 35. Send for resume.
Box 2495, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUT A SIZZLE IN YOUR SELL
Agency copywriter seeks new creative opportunities. Top experience in durable goods. Now with 4-A agency in Chicago. Will relocate. 28—College graduate.
Box 2496, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE 5 MINUTES WORTH $2000?
How much could you be earning? Do you have valuable ability you don't use? Now you can find out—confidentially, scientifically. Professional tests, consulting with top ad men, plus professionally written résumé and "self-marketing plan" may easily add $2000 or more to your earnings. Take 5 minutes to see. Phone or write Mr. Brown, **Creative Career Consultants,** 30 N. LaSalle, Rm. 1105, Chicago. DE 2-2345. Appointment only. (Not an employment agency.)

CREATIVE ACCT. EXEC.

Real shirtsleever; tremendous energies and enthusiasm. Desires to join solid, medium-size agency. Has $85,000 billings, various accounts. Excellent prospects for doubling this if you offer better creative agency facilities than now available. Might consider servicing house-accounts. Rich functional experience all agency operations. Highest personal, business recommendations.

Box 513, Advertising Age
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

Petrochemical publication desires to contact publisher's reps—Chicago, Ohio region, New York, Object—space. **PETROCHEMICAL INDUSTRY,** P.O. Box 977, Conroe, Texas

MIAMI OR ATLANTA BASED
Seek Southeastern representation for both consumer and business publications. Outline territory, how often each state is covered, plus consumer and business publication sales experience.
Box 2455, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE
Well seasoned media rep is seeking established publication, either trade or consumer, for representation in New England territory. Has proven record of sales, good knowledge of New England advertisers and agencies, works hard. Salary or commissions . . .will prove his case either way. Write
Box 2457, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

West Coast Representative available for publication. 7 years successful West Coast space selling experience. If you are looking for rep to expand your space sales write:
Box 2456, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Product and competitive-product research . . . Dealer surveys and shopping . . . Company histories . . . technical publications.
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ADVERTISING
We handle your employment problem confidentially and effectively.
MARKETING MGR. **$15,000**
Creative adv. S.P. exp. in foods or beverages.
MARKET RESEARCH MGR. **$9,500**
To organize mkt. res. and marketing functions, machinery mfr.
ACCOUNT EXECUTIVE **$20,000**
Solid bkgd. radio, TV and print for petroleum acct.
ACCOUNT EXECUTIVE **$10,000**
Self starter with industrial copy-contact background.
ADVERTISING MGR. **$10,000**
Adv. and sales promotion for machinery manufacturer.
SALES PROMOTION MGR. **$8,500**
Exp. in direct mail to distributors, sales prom., heavy equip. mfr.
B. L. Clem
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

ARE YOU IN DANGER of being a "job-hopper?"
By knowing more about yourself—your hidden strengths, abilities, potential, you can be sure to land the job you'll be happy in. Our staff of professional consultants helps you find out, then shows you how to pick and get the job that fits you best. Confidential, personal, limited to advertising people. No employment agency. Phone or write: **Creative Career Consultants,** 30 N. LaSalle, Chicago, Room 1105. DE 2-2345.

ADVERTISING & SALES EXECUTIVE
Advertising Agency president desires Southern California opportunity. Can offer rare combination of planning, creative and administrative talents in advertising, sales promotion or combination of both. Available June 1st. Experience in consumer and industrial advertising and sales.
Box 518, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST-RETOUCHER
Mailorder firm has immediate place on staff for artist to do retouching of photographs for gift and greeting catalogs, and to do all-around artwork. Interesting variety of work. Excellent opportunity to advance. Enjoy life in congenial city of 40,000 on chain of lakes noted for fishing, hunting, boating. Low cost of living. No commuting. Apply by letter only giving full details of experience, education, age, family status, salary expected. **Personnel Manager, Miles Kimball Co., Oshkosh, Wis.**

1-MAN ad agency?
FACE IT . . . PROLONGED ILLNESS WOULD WRECK EVERYTHING!
THE ANSWER
New mid-town New York branch of fast-growing, out-of-town A.A.A.A. agency offers . . .
TERRIFIC GROWTH & OWNERSHIP POSSIBILITIES
with enough billing to support himself in the transfer and absorption period.
profit sharing,
group life insurance
and many benefits
THE BIGGEST
a chance to be
a key executive soon
Box 506, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

MISCELLANEOUS

CIRCULARS DELIVERED
South Arkansas towns. Door delivery guaranteed. Free information folder.
GENERAL ADVERTISING DISTRIBUTORS
P O Box 104, Pine Bluff, Ark.

Increase sales by using monthly House Organ which can be personalized to meet your individual needs. **Kohr Enterprises, 517 Curtis Drive, Morrisville, Pa.**

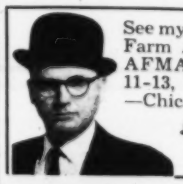
Make perfect offset ptg. negatives without camera, dk room, exp. equip. Free sample neg & info. Write:
Beavers, Box 1084C, Gardena, Calif.

Here's what we're looking for . . . and will find: A man with a record of success on major national industrial accounts. Either agency or company background okay.

UNUSUAL INDUSTRIAL A.E.
Must know industrial marketing thoroughly. Must have both creative and management ability—also get along with clients. There are people like this!

FOR UNUSUAL L.A. AGENCY
Obviously, such a person will become a key, permanent member of our firm and share in profits, ownership and headaches. Salary commensurate with experience. Future entirely dependent on the man. We're a fairly major 4-A agency now. Growing soundly. Our employees know about this ad. Replies confidential. Box 27 R 355, Advertising Age, 4041 Marlton Ave., Los Angeles 8, Calif.

UNUSUAL OPPORTUNITY FOR A GOOD SPACE SALESMAN
One of America's fastest-growing business paper publishers has a key spot open now. We need a Chicago-based space salesman who can sell effectively and creatively. The job calls for a hard-driver who is not afraid to work. The right man will have a "ground floor" opportunity with a publisher of three solidly-established trade publications, each the leader in its field, with more to come. Starting salary is higher than average, and the increases will come fast for the right man. Give full details in first reply. Box 505, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.



See my exhibit of new Farm Art—Booth 31, AFMA Show, May 11-13, Conrad Hilton —Chicago
JOHN ANDREWS
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The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
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CHICAGO 2, Ill.
CEntral 6-5670

I'VE BEEN "FIRED"

As a *casualty of reorganization economies imposed by the recession,* maybe I wasn't *fired;* yet I'm a displaced person seeking a new opportunity just the same.

Advertising Director: 13 years experience promoting consumer durables, industrial products, capital goods, defense contract components, farm equipment and export; sales $250 millions; in charge of corporate and multi-division product programs utilizing virtually all media; budgets over $2,000,000; solid administrative background with consistent record of creative contributions of documented sales success; eager to relocate for substantial challenge.

Available now to dynamic organization with growing pains and bold determination to expand its horizons. Not cheap, but guaranteed full measure, top quality performance easy to verify with management, if and when mutual interest develops. They'll be open, fair and honest with you, as they always have with me.

If you need a man with practical imagination and sound ideas *plus* enthusiasm, energy and enterprise you may solve your problem by writing for full facts, résumé or interview today. If you prefer to discuss personally in confidence first with third party, request names of executive references in *your* area.

Box 515, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO MERGER-MINDED INDUSTRIAL ADVERTISING AGENCY BILLING 500,000 OR MORE

If you wish to consolidate for greater national growth potential with expanding multi-million industrial agency, write in confidence to Box 517, Advertising Age, 630 Third Ave., New York 17, N. Y.

SMALL AMBITIOUS INDUSTRIAL AGENCIES

(In Chicago Area)

Have you given up soliciting million dollar accounts because you invariably run into the "one-man" label?

Do you have vague worries over building an agency that will *support* you rather than depend upon you?

There are others in the same boat.

A few of us want to get together and build a larger boat.

If you're interested in learning of the plan write, in very strictest confidence, of course. Explain your situation—an estimate of your billings, number of employes, type of accounts. We'll contact you immediately.

BOX 520, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

PUBLIC RELATIONS

Opening for a PR account executive who is interested in joining a fast-moving and fast-growing agency. Man or woman. Must have PR agency and/or newspaper or magazine experience, be a good writer. Experience in industrial, financial and marketing fields valuable. Confidence will be observed. Write (do not phone):

Harshe-Rotman, Inc.
108 N. State St.
Chicago 2, Ill.

ADVERTISING SALESMAN

Leading industrial publication in growing market has opening in Cleveland territory for hard-working experienced advertising salesman. Age: 25-35. Excellent opportunity for man who can produce. Please write in confidence, complete details on business, educational and personal background.

P. O. Box 123, Barrington, Ill.

4-COLOR COMMERCIAL PRINTING—COMIC BOOK TECHNIQUE—From idea to finished booklet. Geared to save you 20% over-all. Contact PUBLISHERS REPRESENTATIVES, Dept. AA2, 1472 Broadway, New York 36, N. Y. BR 9-0382.

ARE YOU QUALIFIED?

ACCOUNT EXECUTIVE .....to $15,000
Well-known national agency seeks man with sound B/G in grocery staples or related products for West Coast office. Merchandising and/or marketing experience helpful. Excellent growth opportunity.

T/V COPYWRITERS $12,000
Old-line Midwest agency seeks men or women with experience in filmed spot commercials. Must have product B/G in pharmaceuticals, proprietaries, beauty aids or related. Print B/G helpful.

ARTISTS .....to $12,000
Must be capable of doing rough and comprehensive layouts. Automotive or hard lines B/G. 4-A Midwest agency.

MARKETING DIRECTOR $20,000
Must possess solid B/G in metal commercial furniture or related hard lines. Eastern location.

If qualified, contact me in confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. • Chicago • FI 6-9400

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

ARTIST WANTED

A Production artist with at least three (3) *or* even thirty (30) years of experience needed to fill position with Catholic Publishing house near Chicago. *He or she will need:* Layout experience, knowledge of commercial art techniques, printing production. *This position offers:* security, suburban living, nearby University atmosphere, and an opportunity to utilize some of your better ideas. Salary of $5000 will appeal to a comparative newcomer or the person who wishes to settle for less money and more living. Send résumé and samples to: Box 516, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

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Better Jobs—Lower Fees

PROM MGR	stamp exp	8-10M
AD MGR	hard goods W Coast	12-15M
AD MGR	heat & vent exp	12-15M
AD MGR	pharmaceuticals	9-12M
COPY	contact—agriculture	10M
COPY	agency—hard lines	10M
TECH WRITERS	—many positions	8-11M
SCRIPT WRITER	technical material plus audio-visual—security material	6-8M
ARTIST	tech exp	6-7M
ART DIR	agency TV & print	10M

Send complete résumés to us for confidential handling
212 South 7th Street, Minneapolis 2, Minn.

ACCOUNT EXECUTIVE

(1) for St. Louis

(1) for Western New York

This fully recognized, amply financed, national advtg. agency does a fine job for its present accounts. But, we need help in the new business department. We offer an exceptional opportunity to a new business executive who can provide—and who can prove it by producing a minimum of $100,000 immediate business. Drawing based on production.

Box 511, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

COPY-CONTACT

If you're someone who's served his apprenticeship and wants to step into more and varied responsibility, there's an opportunity for you in this young and vigorous Ohio agency. Writing for radio, TV, newspapers, magazines for clients in industry, farm, consumer, and retail fields. You'll be an important part of the team, with a chance to get your hands into all phases of agency operation. Tell us about yourself in a chatty letter—no canned résumés, please—giving background of experience, salary requirements, and enclosing photo. Box 519, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

FOR THE SALES PROMOTION MAN WHO WANTS TO GROW

Excellent opportunity for the man who has solid writing experience and a technical background. You'll be creating sales promotion programs for the leading supplier of 2-way radio. The right man can grow fast. Send résumé and salary requirements to: Professional Personnel Dept.

MOTOROLA INC.
4501 Augusta Blvd.
Chicago 51, Illinois

Anheuser-Busch Share of Market Hits 8.6%: Bien

(*Continued from Page* 2)

marketing and advertising teams and an aggressive management. The company had a 6.8% share of market in 1956, and a 7.25% share in 1957.

■ Mr. Bien maintained that Budweiser was the largest selling brand of beer in the U.S. last year, but he refused to cite sales figures. Jos. Schlitz Brewing Co. claimed earlier this year, as it has for many years, that Schlitz was still the largest selling brand of beer.

Mr. Bien told ADVERTISING AGE that his company's advertising budget would be 7% higher this year than it was in 1958. Anheuser-Busch invested $15,000,000 in advertising in 1957 with about $12,000,000 going to promote Budweiser.

Describing the beer business as a "static and cannibalistic industry," Mr. Bien predicted that 18 beer companies would go out of business this year, and that by 1965 there would be only 175 brewers in the U.S. He pointed out that there were 756 brewers in 1934 and the number has been decreasing each year since then.

■ He deplored the high taxes on beer, and the fact that beer consumption in this country is lower than in most countries. He also complained about the low profit return in the beer field and the huge sums of money that brewers must invest in plants and advertising.

Mr. Bien urged that brewers sell harder, and aggressively fight the inroads of groups which seek to limit or curtail the sale of beer. He hinted that the U.S. Brewers Foundation will adopt a hard sell approach in a new consumer campaign scheduled to break in magazines in June. #

Bill Treadwell Joins Grey

Bill Treadwell has resigned as vp and manager of the publicity department of the New York office of Leo Burnett Co. He will join Grey Advertising on June 1 as vp in charge of special assignments. Mr. Treadwell has been with Burnett for the past seven years and organized the N. Y. publicity department.

Trahey's Lament: Admen Sell; Salesmen Create; Copywriters Design; Ad Goes Flat

(*Continued from Page* 2)

ings where the entire ad staff devoted its creativity to changing the product to meet the competition, rather than trying to understand where the client's merchandise fits in, why it has sold up to now, and what is an unusual and interesting way to sell it in advertising."

■ "The next step is for the account executive and copywriter to go to work and do some thumbnail sketches of layouts—which are most nauseous to the layout man who, if he has a wife, a mortgage and three children, shrugs his shoulders, drinks more martinis and tries to cooperate."

Next the copywriter does the copy and the headline, she said—and in troop the client and his "trusty staff of interested people to tinker and toy with the copy, the idea, the headline, the photography, etc. This is a mistake that managements all too often make. They hire a creative team and then let the most uncreative men in the world do the ads."

In the fashion field, there is even more kibitzing.

"The magazine editors design clothes for stories they want to run; the client insists on editorial credits it doesn't deserve and tries to run the magazine; the space salesmen do everything but sell space; the production man does everything but production; the layout man complains about the clothes; the copywriter fights with the buyer, the buyer designs the line, and where does it all lead?

■ "It leads to hundreds and hundreds of similar 'Cream of Wheat' ads that, without signatures, would never be recognized even by the client," she said. #

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 158,000 marketing men and women. You get traffic-stopping action for as low as $5 per ad!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. $1.65
Larger sizes, proportionately priced.
Ward Kalb Box 87-A Glendale 6, Calif.

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● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 56.

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois WAbash 2-8419

World Market to Grow Vastly in '60s, International Ad Gathering Told

(*Continued from Page* 1)
tion of goods and services will have reached "one trillion, five hundred billion dollars—this is 50% higher than today's level."

The JWT executive advised marketers that to take advantage of these opportunities they will have to coordinate their activities on a worldwide scale. "It's high time we got the message across that the world market of the '60s isn't chopped up into separate pieces like our fifth grade geography books taught us," Mr. Porter said. "It is coming closer and closer to *one* market with more overlapping, hazier and more poorly distinguished territories."

Edgar Nelson, senior vp of Market Planning Corp., a division of McCann-Erickson, predicted that in the next decade U.S. exports will expand by $8 billion while sales of U.S. subsidiaries overseas will double to reach an annual level of $60 billion.

■ Lloyd Pearson, president of Lloyd Pearson Associates, told the convention: "Mankind spent thousands of years developing the art of writing, but in just 30 years he has learned to project his voice and image around the world through the magic of radio and television. With a global count of 75 to 80,000,000 sets, the tv antenna has become a world trademark. At the present rate of growth the number of sets abroad will soon surpass the domestic count. Already there are more television stations outside the U.S. borders than within."

Mr. Pearson added that throughout the world "a new and middle class market is rapidly emerging. It is this very middle class group that will buy the products advertisers have to offer as well as the radio and television sets that will no longer be a luxury."

■ A less sanguine view of the growth of television was taken—not unnaturally—by C. R. Devine, advertising director of the *Reader's Digest* International editions. Mr. Devine said he did not want to take tv to task but he did say:

"Not many years ago, television's top programs here in the U.S. included such offerings as 'Meet the Press,' 'Omnibus' and other cultural and educational productions. Eight of the top ten television programs in the U.S. today are what we call 'westerns.' I confess with some little embarrassment that we Americans have induced a frightening increase in the number of cowboys and Indians who disturb the public peace in Piccadilly, the Place de la Concorde and along the banks of the Tiber."

■ Also looking ahead, Mr. Devine noted that the world's population will be seven billion by the year 2,000 and he said the rewards will go to "those of you who are most adroit at recognizing and understanding the changes in media—and their audiences—that are taking place before your very eyes."

Mr. Devine said the *Digest* now sells 21,000,000 copies around the world every month and "as literacy rates and standards of living rise, we hopefully expect that the quality of specialized and general magazine audiences everywhere will improve correspondingly."

■ Arthur A. Kron, president of Gotham-Vladimir Advertising, said it is still true to say that a great number of publications overseas "spend very little time and money" servicing advertisers. This situation, he emphasized, must change. He said "there is no longer any reason" why a print medium "anywhere in the world" should not be subjected to "a properly constituted audit," should not assist in the establishment of readership studies and should not provide advertisers with merchandising aids.

■ The great influx of U.S. companies into Europe is creating severe public relations problems, Arthur Reef, exec vp of Barnet & Reef, told the convention. Mr. Reef, who has just returned from a swing through Europe, reported that no less than 80 American corporations have set up—or are planning to organize—operations in the Swiss city of Geneva. One result of this invasion, he said, is a "zoom in rents"—and general resentment among the populace.

Mr. Reef said he was amazed at the "lack of knowledge" possessed by the executives being sent abroad by U.S. companies. He reported that one story making the rounds in Geneva is that the wife of a U.S. business executive ordered an air freight shipment of $3,000 worth of American toys "so that her children would feel at home." He said one U.S. company aroused the ire of the Swiss by proposing to build 80 villas to house its employes in Geneva.

■ S. W. Numann, general advertising director of the giant Philips Electronics Co. of the Netherlands, who was previously announced as the winner of the annual IAA "Man of the Year" award (AA, April 6), sent the convention a recording of his acceptance speech. Mr. Numann said:

"When I joined the Philips company in Holland in 1928, our total world expenditure for advertising was barely $1,000,000. This year our planned expenditure runs well over $40,000,000, and according to rumors emanating mostly from the U.S.A. that should make us rank as the third biggest advertiser outside of America. [Editor's note: Mr. Numann is apparently referring to the survey done by Advertising Age last year on the 10 leading world advertisers.]

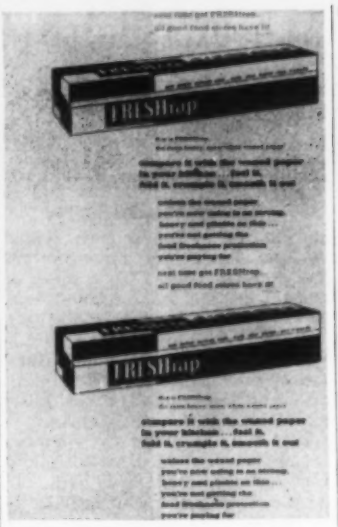
"We like to think that we have been able to expand so quickly for reasons of free enterprise in a free world. . .

"It is no cheap flattery, but meant sincerely, when I say that America—especially after the war—has given us a great many inducements and suggestions, more specifically in the field of research techniques. It is no exaggeration to say that advertising men all over the world are looking toward you for stimulating new ideas which will make our advertising and selling even more effective."

■ A large-scale program of economic aid to fight communist penetration was laid before the convention by Sen. Jacob K. Javits (R., N.Y.), who addressed the first luncheon meeting yesterday. Sen. Javits urged establishment of a NATO board of economic warfare, increased private investment abroad, expansion of U.S. export-import trade from the current level of $29.1 billion to $50 billion by 1965 and the education of 100,000 young Americans yearly to work for government, private enterprise and voluntary organizations overseas. #

Jacobs Adds Two Books

Advertising for *Electrical West* and *Western Architect & Engineer*, recently purchased by McGraw-Hill Co. of California, will be handled by Norton M. Jacobs Advertising, San Francisco.



COMPARE, FEEL—*Free samples of Freshrap wax paper were inserted in the May 3 Chicago Sunday Tribune. The wax paper also was the ad. Brady Co., Appleton, Wis., is the agency.*

IAA Leaders' Attitude Contrary to Group's Interest: Farner

(*Continued from Page* 1)
results of the voting on the new IAA bylaws were "as expected by us." He noted that one-third of the membership participated in the vote and he said the results indicated that the U.S. members and the South American members, "who were not informed," accepted the bylaws, "whereas the Europeans rejected them."

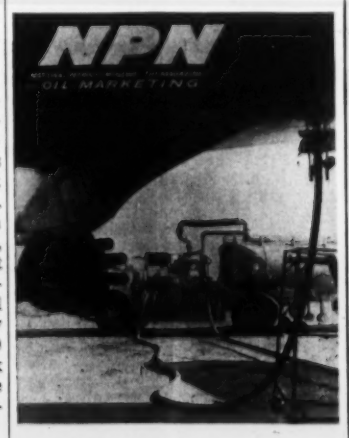
■ Mr. Farner added that he could not accept the charges of "disrupting the organization and misleading members." He said he must hold Mr. Tutching "fully responsible for the situation."

Mr. Farner, who has been accused by the IAA leadership of bypassing other members of the organization's European committee, also told AA that he "does not act alone, but always in contact and agreement with the European committee."

Mr. Farner added: "It is a pity that Tutching has no feeling for the political guidance for an international organization." #

Fleming Joins M.R.C. Ltd.

Robert F. Fleming has been appointed director of market research services of M.R.C. Ltd., Montreal, market and motivation research house. He formerly was supervisor of retail market research, paints division, Canadian Industries Ltd.



NEW LOGO—*National Petroleum News, McGraw-Hill's magazine of oil marketing, will start using on its May issue this newly designed logotype featuring the initials NPN, by which the magazine is popularly known.*

Tutching Attacks Dissident Group Led by Farner

(*Continued from Page* 1)
representation and more dues money for the 300 European members, who represent about 25% of the total IAA membership (AA, Dec. 8).

■ Recognizing that more than half of its membership is now overseas, the IAA board of directors last month submitted a reorganization plan to members in the form of a revised set of bylaws designed to give overseas members more representation (AA, April 6).

However, this plan did not satisfy Mr. Farner. He circularized all European members, urging them to vote against the proposed bylaws.

The effect of his opposition was apparent in the voting results announced yesterday. The new bylaws were approved, 305 to 100. Of the 100 nay votes, 98 came from Europe.

■ Under the new bylaws, which are effective immediately, the IAA enters a new phase of its 21-year-old history. The most important change is the adoption of a chapter form of organization. Chapters may now be organized in any locality where there are more than 25 members.

Once chartered, a chapter will be entitled to 25% of the annual dues of every member who belongs to the chapter.

Up to now, the IAA has had seven regional vps, none of them members of the board, as that privilege was restricted to New York area members. Under its new organization, it will have 11 regional vps, all of them members of an expanded 27-man board of directors.

Mr. Tutching called the reorganization "a drastic forward step in the development of the IAA."

■ The question now is: Will the European members secede?

High IAA officials conceded here this week that there is a good possibility that Mr. Farner will try to lead the European members out of the organization.

The next stage in the conflict will be Vienna, where the IAA is sponsoring a European regional conference May 13-15. Mr. Farner has already called a special meeting of the IAA European committee on the eve of the conference, May 12, to discuss, among other things, whether they should walk out.

■ Mr. Tutching, who will be going to Vienna to present the IAA case, minced few words yesterday in his castigation of the Farner bloc.

He told the convention that he regretted to report that "we have, within our own ranks, the germs of isolationism. We have a group—unfortunately misguided by misinformation that led to misunderstanding—that has been most active in recent weeks in an attempt to break down what we stand for. This has been a deliberate attempt to misread the intentions of the IAA and to create an isolationist group within our organization."

■ Mr. Tutching said this development reminded him of a recent statement by King Hussein of Jordan, who said that "to some, leadership means a way of control, the realization of personal ambitions and achieving them by deceiving . . . and playing with emotions . . ."

The IAA president added: "Fortunately, we have relatively little

Vincent Tutching

Rudolph Farner

of this to contend with in our association, and the bit that does exist, I am sure, will destroy itself by the very falseness on which it was conceived. We have many more internationalists than we do isolationists. . ."

■ Closing his remarks, Mr. Tutching said: "The IAA rejects the philosophy of isolated blocs of membership, because it seeks adherence to its principles by all international advertising men and women, great and small. Every member of the IAA is a full-fledged member. There are no second class members. In the world we live in today and in the decade we are about to enter every one of you has a contribution to make. . . Let all of us stick together. The job we have to do is too big for any one of us to go it alone."

■ There were, unfortunately, only a handful of European members among the 500 delegates to this week's convention and no one ventured to speak in behalf of Mr. Farner.

A few British agency men were present and they showed a decided lack of enthusiasm for the IAA, although they emphasized that they were not part of the Farner group. In this contingent were Graeme Cranch and Carl Friedman of Mather & Crowther, T. J. Angus Shearer of London Press Exchange and J. P. O'Connor, a director of the Institute of Practitioners in Advertising, British equivalent of the American Assn. of Advertising Agencies.

The British admen were mildly shocked at what they considered the "wholly American orientation" of the convention. Mr. O'Connor bluntly told Advertising Age: "The speakers seem to use the royal 'we' as if it referred to nothing but the U.S. We really do need a truly international advertising association. Unfortunately, we don't have one."

■ In election of officers for the new year, incumbents were, in the main, re-elected. Vince Tutching and Elmo C. Wilson (International Research Associates) continue as president and 1st vp; H. Earle Braisted (Joshua B. Powers), Harold E. Weinholtz (MacManus, John & Adams) and James L. Gilbert continue as treasurer, secretary and exec vp, respectively. There were three changes: Clinton V. Pickering Jr. (Union Carbide) succeeds Charles Todd Lee (Philco) as 2nd vp; Sylvan M. Barnet Jr. (Barnet & Reef) replaces Dr. Eric Stoetzner (*New York Times*) as vp for international activities, and Oscar Cornejo (Worthington) succeeds K. Presbrey Bliss (McGraw-Hill) as vp for national activities.

■ Eight nominees were competing for three vacant seats on the board of directors. The winners were Lyle Funk (Batten, Barton, Durstine & Osborn), Rodman Sweeny (International General Electric) and Baxter Reese (International Standard Brands). The five losers were John D. Hayes (Erwin Wasey, Ruthrauff & Ryan), Andrew Karnig (Bristol-Myers), Robert T. Kenyon (Robert T. Kenyon Co.), H. J. Lavin (American Exporter Publications) and John F. Maloney (*Reader's Digest*). #

IAA Raps Farner's European Activities in Letter to Members

NEW YORK, May 1—The International Advertising Assn. last night airmailed the organization's 300 European members a five-page documentation of its charges against Rudolph Farner, the IAA's regional vp for Europe.

The documentation is in the form of a letter from Vincent Tutching, president of the IAA.

The bill of particulars against Mr. Farner includes:

1. He has circulated "misleading and erroneous impressions" of the IAA to European members.

2. The European committee which he heads has no basis in legality.

3. He has carried out activities in Europe without consulting the IAA board of directors—a violation of regulations.

4. He has also acted as a European czar without consulting members of his own European committee.

5. During 1958 the IAA received a total of $6,160 in dues from European members. Of this total, Mr. Farner was "personally reimbursed" to the tune of $3,034.59.

■ Mr. Tutching told ADVERTISING AGE that the mailing of this letter to the European members is designed to "acquaint them with facts about which they are unaware."

The IAA has called a special board meeting for May 5 to discuss the plan of attack for the May 13-15 Vienna meeting, at which time Mr. Farner has threatened to call for the formation of an independent European Advertising Assn. #

AAAN Moves, Names Tallman Secretary, Adds Two Members

CHICAGO, April 30—The Affiliated Advertising Agencies Network has moved its headquarters from Spokane to Chicago, named a new executive secretary and added two new members.

New AAAN headquarters are in the Wrigley Bldg. here. Benjamin W. Tallman, who formerly operated his own agency, Tallman Smith & Associates, has been named executive secretary. He succeeds Dan Alexander, who has joined the Spokane office of Merrill Lynch, Pierce, Fenner & Smith.

Benjamin Tallman

■ Robert Wilson, international president of AAAN and exec vp of Cargill, Wilson & Acree, Richmond, said reason for the AAAN move was that the growth of "both domestic and overseas membership necessitated a more centrally located headquarters." Membership now totals 55.

The association has added its 46th U.S. member with the acceptance of Ted Workman Advertising, Dallas. The 10th overseas member, Trygve Dalseg & Co. Ltd., Oslo, Norway, has been recommended for membership and is being balloted by members.

Mr. Tallman told ADVERTISING AGE that the combined billings of the U.S. members in 1959 will total $100,000,000. #

Hazel Bishop Names Ochs

Edward A. Ochs, formerly general sales manager, has been named marketing vp of Hazel Bishop Inc., New York.

ALLEN A. RAYMOND JR. *has been promoted from eastern ad manager to advertising manager of McCall's, New York, a position vacant since* 1958.

Seagram Is Seeking Agency to Replace Ogilvy, Benson

NEW YORK, May 1—Seagram will probably name a new agency in about a fortnight to replace Ogilvy, Benson & Mather, which resigned the $1,000,000 Lord Calvert account early this week. The distiller has not yet decided whether to place the account within its present stable of agencies, or to give it to a new shop.

No formal presentations will be held, in any case, although the company may talk to a "couple of agencies" which have expressed interest.

The liquor advertising business —always a hive of rumor—insisted that OBM had another liquor account. Both OBM and the rumored prospective client denied that the account switch was planned.

■ Ogilvy, Benson & Mather's resignation of Lord Calvert was no particular surprise, since both the client and the agency were known to be dissatisfied with the copy and the approach.

The tagging of Lord Calvert as the finest in "American whisky" has generally been met with amusement in liquor circles. Reports persist that a dramatic campaign suggested early in the history of the client-agency relationship was never able to be launched.

Lord Calvert advertising in 1958 is estimated to have billed about $1,000,000, compared with about $900,000 in '57. Despite the slight increase in advertising, case sales reportedly dropped from '57's 300,000 to 275,000 in '58.

■ But this is true, trade sources say, of the whole Calvert line. Calvert Reserve, the largest selling brand in the Calvert stable, dropped to 1,900,000 cases in '58 from '57's 2,000,000 cases. It reportedly bills about $1,000,000 in magazines and $2,000,000 in newspapers through Grey Advertising Agency.

Carstairs reportedly slipped to 275,000 cases in '58 from 300,000 cases in '57. It bills about $1,000,000 in newspapers and $50,000 in magazines through Dowd, Redfield & Johnstone.

■ For fiscal 1958 (ended July 31, 1958) Joseph E. Seagram & Sons Inc., U.S. sales subsidiary of Distillers Corp.—Seagrams Ltd., reported sales of $645,400,000 compared with $686,900,000 in fiscal '57. This decline of $41.5 million, trade sources indicate, represents a loss equivalent to about 1,000,000 cases of whisky. For the first six months of fiscal '59, ended Jan. 31, Joseph E. Seagram & Sons reported a net profit of $7,418,000 compared with $11,142,000 in the comparable period a year ago.

Lord Calvert recently introduced a new ad campaign built around a "Lady of Distinction." #

Last Minute News Flashes

TWA Compacts European Accounts in One Agency

LONDON, ENGLAND, May 1—Trans-World Airlines has scrapped its policy of decentralization and has moved its account out of four West European agencies and into a single agency here, Dolan, Ducker, Whitcombe & Stewart. Losing TWA's European business, worth about $1,000,000 in billings, were Mather & Crowther in England, Sodico SA in France (subsidiary of McCann-Erickson), Young & Rubicam in Germany and Adolph Wirz Advertising in Switzerland. J. C. Delong, TWA ad boss, said the switch represented a "major change" in the airline's overseas ad policy.

Lenahan Leaves Grant Advertising

NEW YORK, May 1—J. Raymond Lenahan has resigned from Grant Advertising where he was vp and special assistant to the president, effective "on or before Aug. 1." A former sales manager for Manhattan Shirt Co. and an executive with Ruthrauff & Ryan, he was a Chrysler dealer in New Haven before joining Grant five years ago. His future plans are uncertain.

Honig-Cooper, Washington Research to Merge

SEATTLE, May 1—The Seattle office of Honig-Cooper, Harrington & Miner will merge with Washington Market Research Co. July 1 and will be renamed Kraft, Smith & Ehrig. The new agency will be headed by Warren E. Kraft Sr., chairman, and will continue as an affiliate of Honig-Cooper, Harrington & Miner.

New Seagram Golden Gin Promotion Set

NEW YORK, May 1—Seagram Distillers Co. will break a new campaign for Seagram's Golden gin, keyed to cooking and home entertainment, with four-color spreads in *Life* and *Look* during June. Subsequent ads in the Seagram summer gin promotion are scheduled in *Esquire, Fortune, Holiday, Newsweek, The New Yorker, Sports Illustrated* and *Time*, plus 100 newspapers in major gin markets. Warwick & Legler is the agency.

Bricker Leaves OAI to Rejoin Colgate-Palmolive

NEW YORK, May 1—John L. Bricker, exec vp of Outdoor Advertising Inc., has resigned effective May 15 to rejoin Colgate-Palmolive Co. "in an executive position in the corporate marketing area." Mr. Bricker joined OAI last Sept. 15. He was formerly vp in charge of West Coast operations for Kenyon & Eckhardt.

Colt Firearms Switches to EWRR

HARTFORD, CONN., May 1—Colt Firearms Co., said to bill more than $200,000, has moved its account from Adams & Keyes to Erwin Wasey, Ruthrauff & Ryan.

F&S&R Buys Evans in Fort Worth

NEW YORK, May 1—Fuller & Smith & Ross has purchased Evans & Associates, 32-year-old Fort Worth agency, and has converted it into its Dallas-Fort Worth office. Stanley Schlenther, partner in Evans, has been named vp and manager of the new operation. Evans accounts include Great Western Foods, Williamson-Dickie Mfg., Texas Consumers Finance and River Construction Corp.

'McCall's' Adds Grey Advertising

NEW YORK, May 1—*McCall's*, effective Aug. 1, will split its advertising account between Donahue & Coe, its present agency, and Grey Advertising. Donahue & Coe will retain advertising for circulation promotion and Grey will handle general advertising promotion.

Hearst Boosts Collins; Other Late News

• **Sumner Collins**, formerly promotion director for the *New York Journal-American*, has been named director of circulation promotion for the entire chain of Hearst newspapers. J. M. Stenbuck, general director of circulation for Hearst newspapers, announced Mr. Collins' promotion. He succeeds Stan Lewis, who resigned in January to join *Family Weekly*. Before joining the *Journal-American* he was promotion manager of the *Milwaukee Sentinel* and of the *Pittsburgh Sun-Telegraph*.

• **Thomas Santacroce,** formerly with Compton Advertising, has joined J. Walter Thompson Co., New York, in a marketing-merchandising capacity. He returned to Compton's New York office last December (AA, Dec. 8), after having been West Coast manager for two years.

• **Peter Ripps**, formerly vp with Ogilvy, Benson & Mather, has been named to the new post of marketing director of Helena Rubinstein Inc., New York, an OBM client.

• **Robert H. Schafhausen** has resigned as advertising manager of the U. S. sales division of Max Factor & Co., Hollywood, and has opened a new commercial art and graphic design studio with two other partners —Norman C. Bouse and Asger Jerrild. Jerrild, Bouse & Schafhausen, with studios at 241 S. Beverly Dr., Beverly Hills, Cal., was opened May 1. A successor to Mr. Schafhausen has not been named.

• **Arthur Godfrey**, the most successful salesman in radio and tv history, was reported to be in a satisfactory condition at press time following a lung cancer operation in New York. Mr. Godfrey, before he left for the hospital, told his audience that he hoped to be back with them in the fall. Mr. Godfrey is slated to take over as host on "Person to Person" in October.

• **Vacuettes**, a new suppository laxative made by Bristol-Myers Co., will be introduced into test markets within a month. The product has been assigned to Young & Rubicam and will be advertised in small space newspaper ads.

• **The Advertising Federation of America** has been advised that the proposed advertising tax in Maine has been turned down in the house. The lower body of the Maine legislature voted 102 to 8 to accept the unfavorable report of its taxation committee on the tax.

• **Members of the National Assn. of Broadcast Employes & Technicians** were still off their jobs at NBC-TV and NBC Radio at press time as a result of a dispute over the taping of the "Today" show in Paris. Supervisory personnel subbed for the technicians and were able to keep the regular schedule going after a slow start on Monday (April 27). NBC-TV reported no revenue loss due to the labor difficulties. NBC struck back by filing three damage suits against the union and its leaders in New York and Los Angeles.

Slenderella Files Petitions Under Bankruptcy Act

NEW YORK, May 1—Slenderella Systems Inc. and its many affiliate corporations were busy this week filing "arrangement" petitions under Chapter 11 of the bankruptcy act.

The action is a result of 90 tax liens filed against Slenderella reducing salons by the Internal Revenue Service last week. The Chapter 11 petitions would permit the corporations to continue in operation "without prejudicing the government's tax claim or the claim of creditors."

The first petition was filed yesterday by Slenderella Systems Inc. which operates seven salons in metropolitan New York. And Slenderella attorneys were set for a weekend of work preparing similar petitions for almost all the affiliated corporations which operate the other Slenderella salons. How many petitions will be filed is not yet known, ADVERTISING AGE was told—"Maybe 40, 50, 60. There are so many it's hard to tell." All will be filed in New York.

■ The current situation on the tax liens depends on whom one talks to. Two company spokesmen told AA that many of the liens had been lifted, and that Larry Mack, president of Slenderella and its complex network of affiliates, was in Boston today arranging the lifting of the liens there.

However, the Internal Revenue Service in Hartford, which is the central office for the proceedings, told AA that "so far as the director knows, no liens have been lifted." The district director for the Upper Manhattan district also told AA that no liens had been lifted in his district and that no liens anywhere could be lifted until the liabilities had been taken care of. Each of the 26 IRS districts involved is handling the case individually.

■ The government is attempting to collect $1,235,000 of unpaid corporate income and withholding taxes which have been accumulating since 1953. One company spokesman told AA that more than $800,000 of these claims are being disputed by the company because these monies represent bonuses which were invested in company stock—and therefore are not taxable, in the company's opinion.

By the end of next week, Slenderella expects to resume advertising in 20 major cities "in the same general media as before," according to Mr. Mack. It also expects to go through with its announced plans for an increased budget, starting May 1.

■ In some ways, the tax controversy is speeding up ad plans, Mr. Mack told AA. The company had been planning to introduce some new equipment this fall, but now will probably start promoting the equipment within ten days to two weeks, Mr. Mack said. #

JOSEPH D. SULLIVAN

NEW YORK, April 30—Joseph D. Sullivan, 62, vp of the Bowater Paper Co., and former publisher of the *Albany Times-Union*, died yesterday at White Plains Hospital after a short illness.

Born in Montana, he entered the newspaper business as a young man. He served in various capacities in the Hearst organization, and was publisher of the *Albany Times-Union* for several years before joining the old *New York World* as assistant business manager.

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LEADERSHIP

LEADERSHIP IS A FACT OF LIFE

LIFE'S CONTINUED LEADERSHIP among magazines is reflected in these advertising and circulation figures. Any way you look at it LIFE is the leader:

37% LEAD IN ADVERTISING REVENUE—In the first quarter of 1959, LIFE led all magazines in advertising revenue—37% ahead of the next magazine.

21% LEAD IN PAGES—In the first 17 issues of 1959, LIFE led all mass weekly magazines in advertising pages, with 21% more than the next magazine.

MAGAZINE	PAGES
LIFE	1077
SATURDAY EVENING POST	887
LOOK (9 issues)	409

183 NEW ACCOUNTS—During the first 6 months of this year, 183 new accounts are scheduled to run in LIFE.

SPACE ORDERS UP—Orders on the books for the first 6 months of 1959 are ahead of a year ago. And for the 3rd quarter, orders already show an 18% increase.

CIRCULATION UP—The April issues of LIFE are running almost 200,000 ahead in circulation over comparable issues of last year. LIFE's subscriptions are currently the highest in its history—higher than any weekly or bi-weekly has ever achieved.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker